



**SCOTTSDALE PLANNING COMMISSION**  
**STUDY SESSION AGENDA**  
**CITY HALL KIVA**  
**3939 N DRINKWATER BLVD**  
**SCOTTSDALE, ARIZONA**  
**JANUARY 28, 2003**  
**4:00 PM**

1. CALL TO ORDER
2. ADMINISTRATIVE REPORT – RANDY GRANT
3. REVIEW OF JANUARY 28, 2003 AGENDA
4. REVIEW OF FEBRUARY 11, 2003 TENTATIVE AGENDA
5. ADJOURNMENT



**DRAFT**  
**SUBJECT TO CHANGE**  
**TENTATIVE AGENDA**  
**SCOTTSDALE PLANNING COMMISSION**  
**KIVA - CITY HALL**  
**3939 N. DRINKWATER BOULEVARD**  
**FEBRUARY 11, 2003**  
**5:00 P.M.**

**11-AB-2002**

(Pueblo PoQuito Abandonment) request by Earl Curley & Lagarde PC, applicant, James and Cynthia Jaskie & Saddle Rock Ranch LLC, owners, for an abandonment of 10 feet wide public right-of-way located along the north side of Mountain View Road and a 18 feet wide General Land Office patent roadway located along the west side of 123rd Street. Staff contact person is Pete Deeley, 480-312-2554. **Applicant contact person is Lynne Lagarde, 602 265-0094.**

Comments: This request for abandonment is the result of agreement by the two adjacent property owners.

**16-UP-1997#2**

(Danny's Car Wash - Shea) request by Deutsch Associates, applicant, Pinnacle & Pima LLC, owner, to amend an existing use permit for an automated carwash on a 2.5+/- acre parcel located at 7373 E Shea Boulevard with Central Business District (C-2) zoning. Staff contact person is Bill Verschuren, 480-312-7734. **Applicant contact person is Chad Mitchell, 602-840-2929.**

Comments: Request to amend the existing use permit for an automated car wash (see associated case 17-UP-1997#2).

**17-UP-1997#2**

(Danny's Car Wash - Shea) request by Deutsch Associates, applicant, Pinnacle & Pima LLC, owner, to amend an existing use permit for a service station on a 2.5+/- acre parcel located at 7373 E Shea Boulevard with Central Business District (C-2) zoning. Staff contact person is Bill Verschuren, 480-312-7734. **Applicant contact person is Chad Mitchell, 602-840-2929.**

Comments: Request to amend the existing use permit for a service station (see associated case 16-UP-1997#2).

**25-ZN-2002**

(Desert Foothills Overlay) request by City of Scottsdale, applicant/owner, to add Foothills Overlay (FO) zoning for the 10+/- square miles known as the Desert Foothills area, generally located between 56th and 96th Streets, from Happy Valley to Ashler Hills Roads. Staff contact person is Jerry Stabley, 480-312-7872. **Applicant contact person is Kira Wauwie, 480-312-7061.**

Comments: This request will add the Foothills Overlay to the existing zoning on the subject properties to protect the rural character of the area.

28-UP-2002

(Alltel Communications At Troon North) request by Campbell A & Z LLC, applicant, Desert Crown III Homeowners Association, owner, for a conditional use permit for a Personal wireless service facility in a small portion of Tract A within the Desert Crown III subdivision which is located at the northeast corner of Dynamite Blvd and N 114th Street with Single Family Residential, Environmentally Sensitive District (R1-18, ESL) zoning. Staff contact person is Bill Verschuren, 480-312-7734. **Applicant contact person is Michael Campbell, 602-616-8396.**

Comments: This request is for use permit to allow a wireless communications facility inside a stealth saguaro cactus.

29-UP-2002

(Edufit) request by Titus, Brueckner & Berry, P C, applicant, Lamb 4PS LLC, owner, for a conditional use permit for a health studio on a 14.3 +/- acre parcel located at 23425 N Scottsdale Road with Central Business District (C-2) zoning. Staff contact person is Suzanne Gunderman, 480-312-7087. **Applicant contact person is Matthew Levine, 480-483-9600.**

Comments: This request is for a health studio.

29-ZN-2000#2

(Whisper Rock) request by Tornow Design Associates, applicant, C.T.A. J. Investments, LLC, owner, to rezone from Resort/Townhouse Residential, Environmentally Sensitive Lands (R-4R ESL), Single Family Residential, Environmentally Sensitive Lands (R1-43 ESL), Single Family Residential, Environmentally Sensitive Lands (R1-130 ESL) to Resort/Townhouse Residential, Environmentally Sensitive Lands, Planned Community District (R-4R, ESL, PCD), Single Family Residential, Environmentally Sensitive Lands, Planned Community District (R1-43, ESL, PCD), Single Family Residential, Environmentally Sensitive Lands, Planned Community District (R1-130, ESL, PCD) and to amend development standards of the Resort/Townhouse Residential (R-4R) district and to revise the approved Development Agreement on a 400 +/- acre parcel located near Hayden Road and Ashler Hills Road (extended). Staff contact person is Kira Wauwie AICP, 480-312-7061. **Applicant contact person is Roger Tornow, 480-607-5090.**

Comments: This request is for revisions to the approved golf club member cottages planning area.

4-UP-1999#3

(Whisper Rock) request by Tornow Design Associates, applicant, C.T.A. J. Investments, LLC, owner, for a 20-acre expansion to an approved conditional use permit for a golf course on a 400+/- acre parcel located near Hayden Road and Ashler Hills Road (extended). Staff contact person is Kira Wauwie AICP, 480-312-7061. **Applicant contact person is Roger Tornow, 480-607-5090.**

Comments: This request is for an expansion of the golf course to include additional land area (+/-9.5 acres).

A COPY OF A FULL AGENDA, INCLUDING ITEMS CONTINUED FROM PREVIOUS MEETINGS IS AVAILABLE AT LEAST 24 HOURS PRIOR TO THE MEETING AT THE FOLLOWING LOCATIONS:

Police Department, 9065 East Via Linda  
City Hall, 3939 N. Drinkwater Boulevard  
El Dorado Park & Recreation Center, 2311 N. Miller Road

ALL INTERESTED PARTIES ARE INVITED TO ATTEND.

For additional information click on the link to 'Projects in the Public Hearing Process' at:

<http://www.ScottsdaleAZ.gov/projects>



Persons with a disability may request a reasonable accommodation such as a sign language interpreter, by contacting the City Clerk's Office at 480-312-2412. Requests should be made as early as possible to allow time to arrange accommodation.





**AGENDA**  
**SCOTTSDALE PLANNING COMMISSION**  
**KIVA - CITY HALL**  
**3939 N. DRINKWATER BOULEVARD**  
**JANUARY 28, 2003**  
**5:00 P.M.**

**ROLL CALL**

**EXPEDITED AGENDA**

1. 27-UP-2002 (Fitproz Studio) request by Cawley Architects, applicant, Kathryn K. Pew, owner, for a conditional use permit for a health studio on a 3.16 +/- acre parcel located at 9151 E Bell Road #102 with Industrial Park, Planned Community district (I-1 PCD) zoning district. Staff contact person is Keith Niederer, 480-312-4211. **Applicant contact person is Michael Jorgensen, 602-956-5379.**

Comments: This request is for a health studio in the I-1 zoning district.

2. 30-UP-2002 (Bill Heard Chevrolet) request by Jekel & Howard, L L P, applicant, Twentieth Century Land Corporation, owner, for a conditional use permit for new and used automobile sales on a 11 +/- acre parcel located at 8705 E McDowell Road with both General Commercial (C-4) and Highway Commercial (C-3) zoning. Staff contact person is Tim Curtis, 480-312-4210. **Applicant contact person is Lou Jekel, 480-948-7060.**

Comments: This request will allow a new and used car dealership, with a parking storage garage.

3. 3-TA-2000#2 (Wireless Communications Ordinance Text Amendment) request by City of Scottsdale, applicant/owner, to update Ordinance No. 455 (Zoning Ordinance) pertaining to Wireless Communications Facilities. Staff contact person is Tim Curtis, 480-312-4210. **Applicant contact person is Tim Curtis, 480-312-4210.**

Comments: This text amendment updates the zoning ordinance regulations pertaining to the development standards and processing of wireless communications facilities.

**REGULAR AGENDA**

4. 20-ZN-1995#2 (WestWorld Development Plan Revision) request by City of Scottsdale, applicant, U S Bureau of Reclamation, owner, to amend the WestWorld Development Plan for 340 +/- acres located at 16601 N Pima Road. Staff contact person is Suzanne Gunderman, 480-312-7087. **Applicant contact person is Brad Gessner, 480-312-6825.**

**SCOTTSDALE PLANNING COMMISSION**  
**JANUARY 28, 2003**  
**PAGE 2**

Comments: This request is to update the WestWorld Development Plan from 1995 to implement the WestWorld Business Plan of 1998.

**WRITTEN COMMUNICATION**

**ADJOURNMENT**

David Gulino, Chairman  
Charles Lotzar, Vice Chairman  
Tony Nelssen  
James Heitel

Steve Steinberg  
Kevin Osterman  
Kay Henry

For additional information click on the link to 'Projects in the Public Hearing Process' at:  
<http://www.ScottsdaleAZ.gov/projects>.



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# PLANNING COMMISSION REPORT



MEETING DATE: January 28, 2003

ITEM NO. \_\_\_\_\_ GOAL: Coordinate Planning to Balance Infrastructure

## SUBJECT REQUEST

### Fitproz Health Studio

Request to approve a conditional use permit for a health studio on a 3.16 +/- acre parcel located at 9151 E Bell Road #102 with Industrial Park, Planned Community district (I-1 PCD) zoning district.

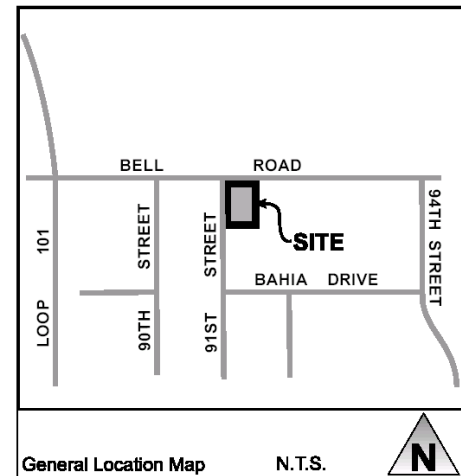
**27-UP-2002**

### Key Items for Consideration:

- Proposed use and its impacts to surrounding properties
  - Traffic
  - Parking

### Related Policies, References:

- Case 19-ZN-00 approved rezoning the site from R1-35 to I-1 on October 17, 2000.
- Case 33-ZN-00 approved a PCD (Planned Community District) zoning overlay on the property on March 20, 2001.
- Case 21-DR-2001 approved a 3-building complex on the site, known as the Youth Family Arts Center, on May 3, 2001.



## OWNER

Kathryn K. Pew  
480-966-4001

## APPLICANT CONTACT

Michael Jorgensen  
Cawley Architects  
602-956-5379

## LOCATION

9151 E Bell Rd Ste 102

## BACKGROUND

### Zoning.

The site is zoned Industrial Park District, Planned Community District (I-1 PCD)

### General Plan.

The General Plan Land Use Element designates the property as an Employment Category with a Regional Use Overlay.

### Context.

This site is located at the southeast corner of Bell Road and 91<sup>st</sup> Street within building A of the Youth Family Arts Center complex. The surrounding properties to the east, south, and north (across Bell Rd.) are also zoned I-1. The 3-acre property to the west remains R1-35 (Single Family Residential

zoning).

The property to the south and east is approved for an office/warehouse project. The properties to the west and north remain vacant.

**APPLICANT'S  
PROPOSAL**

**Goal/Purpose of Request.**

This proposal will allow a health studio providing weight training machines, cardiovascular equipment, aerobics, locker and shower facilities, storage, and office areas.

**IMPACT ANALYSIS**

**Traffic.**

The 3,563-square-foot health studio is proposed to be in suite 102 of building A within the existing Family Arts Center. The site is accessed from two driveways off 91<sup>st</sup> Street.

The peak use hours for the health studio are anticipated to be from 6AM to 10AM and from 5PM to 8PM. Using the health club criteria from the Institute of Transportation Engineers (ITE) Trip Generation Manual, the proposed health studio use is expected to generate 16 total trips during the AM peak hours and 9 total trips during the PM peak hours. These figures should have little effect on the level of service at the two site driveways on 91<sup>st</sup> Street and at the intersection of 91<sup>st</sup> Street and Bell Road.

**Parking.**

- 23 spaces are required for the proposed use, 100 spaces are required for the entire Family Arts Center. 113 total spaces are provided.

**Development information.**

- *Existing Use:* Vacant suite
- *Buildings/Description:* Existing one story building
- *Parcel Size:* 2.73 acres (net)
- *Building Height Allowed:* Max. 36 feet, with a lower building height requirement closer to Bell Rd.
- *Existing Building Height:* 22 feet
- *Overall Building Floor Area:* 236,976 s.f.
- *Health Studio Gross Floor Area (Suite 102)* 3,563 s.f.

**Use Permit Criteria.**

Conditional use permits, which may be revocable, conditional, or valid for a specified time period, may be granted only when expressly permitted after the Planning Commission has made a recommendation and the City Council has found as follows:

- A. That the granting of such conditional use permit will not be materially detrimental to the public health, safety or welfare. In reaching this conclusion, the Planning Commission and the City Council's consideration shall include, but not be limited to, the following factors:

1. Damage or nuisance arising from noise, smoke, odor, dust, vibration or illumination.
    - *The proposed use is not anticipated to create any damage or nuisance. All activities will be performed within the building.*
  2. Impact on surrounding areas resulting from an unusual volume or character of traffic.
    - *The use is not anticipated to generate an unusual volume or character of traffic.*
  3. There are no other factors associated with this project that will be materially detrimental to the public.
    - *No other factors have been identified that could be materially detrimental to the public.*
- B. The characteristics of the proposed conditional use are reasonably compatible with the types of uses permitted in the surrounding areas.
- *The proposed use appears reasonably compatible with the surrounding employment uses, gymnasium uses, and with the Ice Den facility to the east.*
- C. The additional conditions specified in Section 1.403, as applicable, have been satisfied.
- *No additional conditions are specified in the zoning code.*

**Community involvement.**

The applicant sent a notification letter to surrounding suite tenants/owners and all properties within 300 feet. The applicant is also required to post the site with a red notification sign noting all the public hearing dates and times.

Along with City notification procedures, Staff has not received any citizen input on the proposed project.

**Community Impact.**

This project provides a health studio use to residents of McDowell Mountain Ranch and employees of the McDowell Mountain Business Park. The applicant states that a good percentage of the adults who drop their children off at the adjacent Martial Arts Studio and the dance studio may become clients of the subject health studio site.

**Policy implications.**

Will allow a health studio within the I-1 zoning district with a Conditional Use Permit.

**OPTIONS AND STAFF  
RECOMMENDATION**

**Recommended Approach:**

Staff recommends approval of the Use Permit subject to the attached stipulations.

**RESPONSIBLE  
DEPT(S)**

**Planning and Development Services Department**  
Current Planning Services

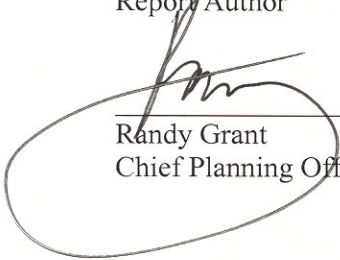
**STAFF CONTACT(S)**

Keith Niederer  
Associate Planner  
480-312-4211  
E-mail: kniederer@ScottsdaleAZ.gov

**APPROVED BY**



Keith Niederer  
Associate Planner  
Report Author



Randy Grant  
Chief Planning Officer

**ATTACHMENTS**

1. Applicant's Narrative
2. Context Aerial
- 2A. Aerial Close-Up
3. Land Use Map
4. Zoning Map
5. Stipulations
6. Traffic Impact Summary
7. Community Input
8. Site Plan
9. Floor Plan



## **Project Narrative**

**Date: 11-25-02**

**Fitproz Studio at 9151 East Bell Rd Suite 102, Scottsdale, Arizona.**

Cawley Architects is requesting a Use-Permit for a Health and Fitness Center in the I-1 zoning district. The suite is 3,563 s.f. of an existing 9,408 s.f. building located in Building "A" the Youth Family Arts Center. The description of the proposed Business is as follows.

Fitproz Studio will be for adults only. The typical client will be over 40 and will visit the Studio 2 to 3 times per week. We feel most clients will live within 5 to 10 minutes of the site. The staff will be one receptionist and two professional trainers. At peak hours, which will be 6am to 10am and 5pm to 8pm, an additional professional trainer may be on staff. The number of clientele during peak hours will be 8 to a maximum of 12. Hours of operation will be from 6am to 9pm daily, except Sundays and major Holidays. At no time do we ever expect more than 23 individuals in the Studio. It is expected that a good percentage of the adults that are dropping off their children as students and the Martial Arts Studio and the Dance Studio will be the clientele of FitProz Studio.

The proposed Health Studio is compatible with the surrounding uses, such as the Ice Den, Martial Arts Studio and Plumb Dance Studio. As previously stated, it is expected that the clientele will be a combination of those working in the immediate area and adults dropping off their children at the Dance and Martial Arts Studio. Because of this shared usage, there will not be a detrimental increase in automobile traffic. The use will not generate noise within the site and does not alter the existing character of the building.

Sincerely,

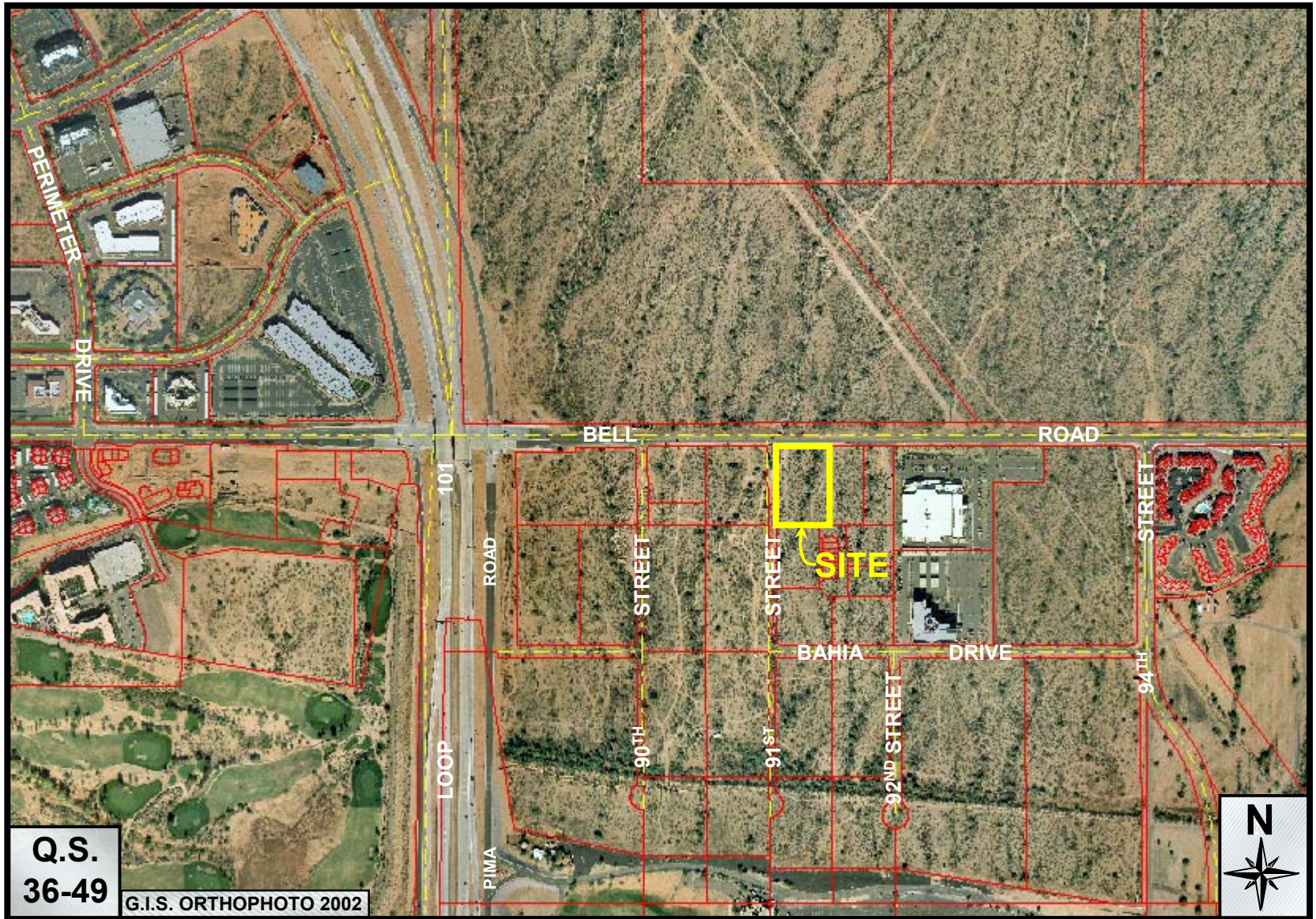
Michael Jorgensen  
Cawley Architects Inc.



**FitProz Studio is a limited membership personal training facility that will have the following:**

- **Weight training equipment, including machines and free weights**
- **Cardio training equipment**
- **Aqua-massage bed and tanning booth**
- **Aerobic exercise room**
- **Men's and women's locker rooms**
- **Nutritional supplement bar, in which nutritional supplements can be added to a smoothie type beverage, for use by the members.**
- **Limits of 8 people on the training floor and 8 people in the exercise room and 4 employees. A total of 20 people in the studio at one time.**



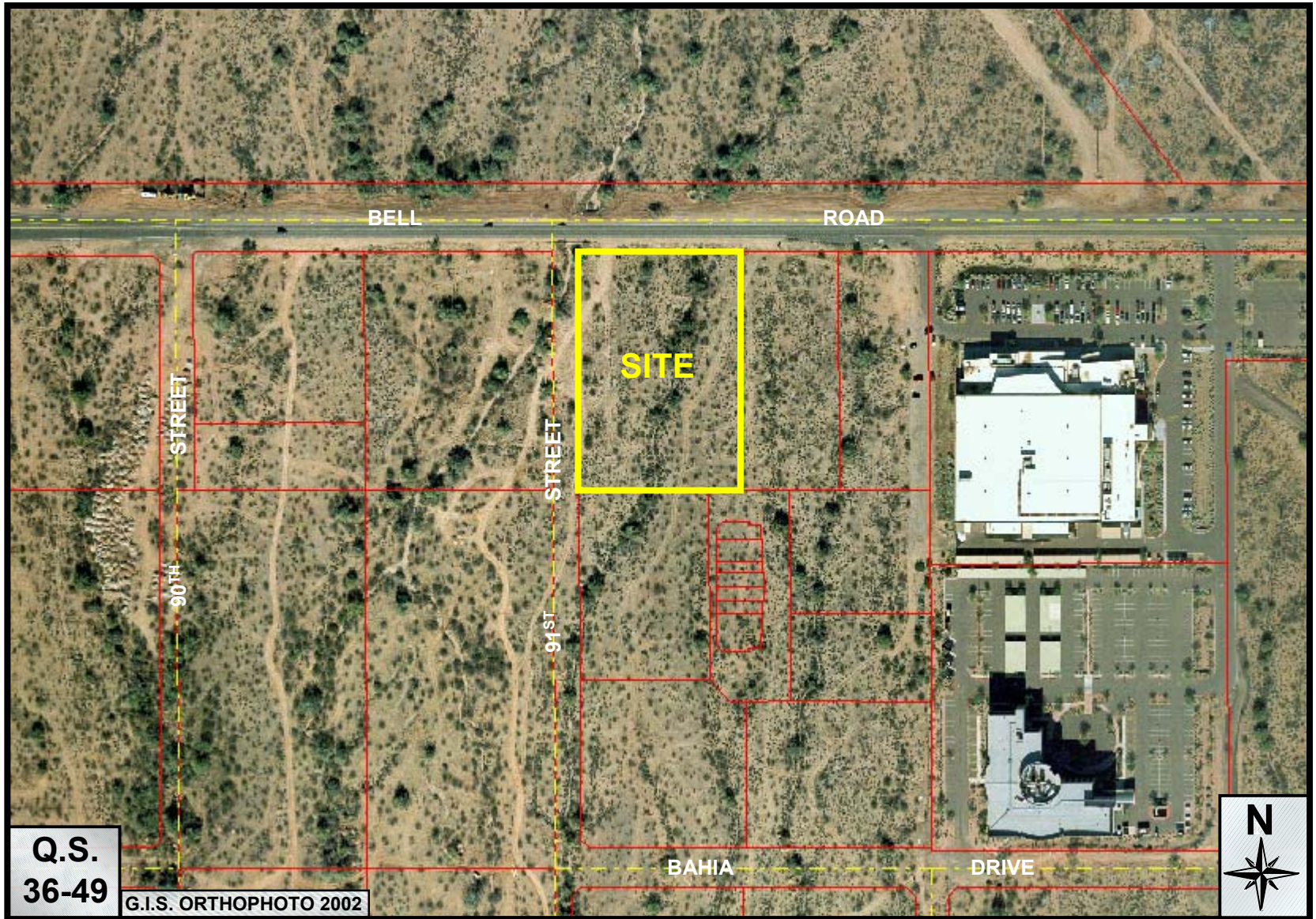


Fitproz Studio

**27-UP-2002**

ATTACHMENT #2



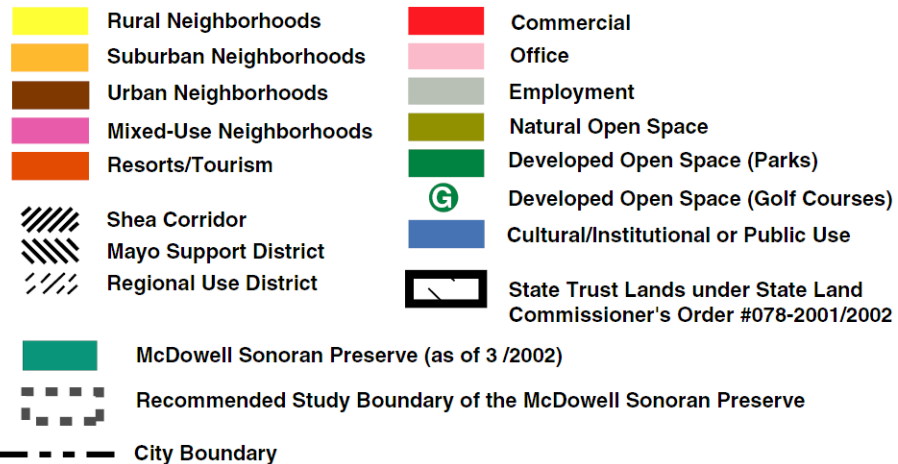


Fitproz Studio

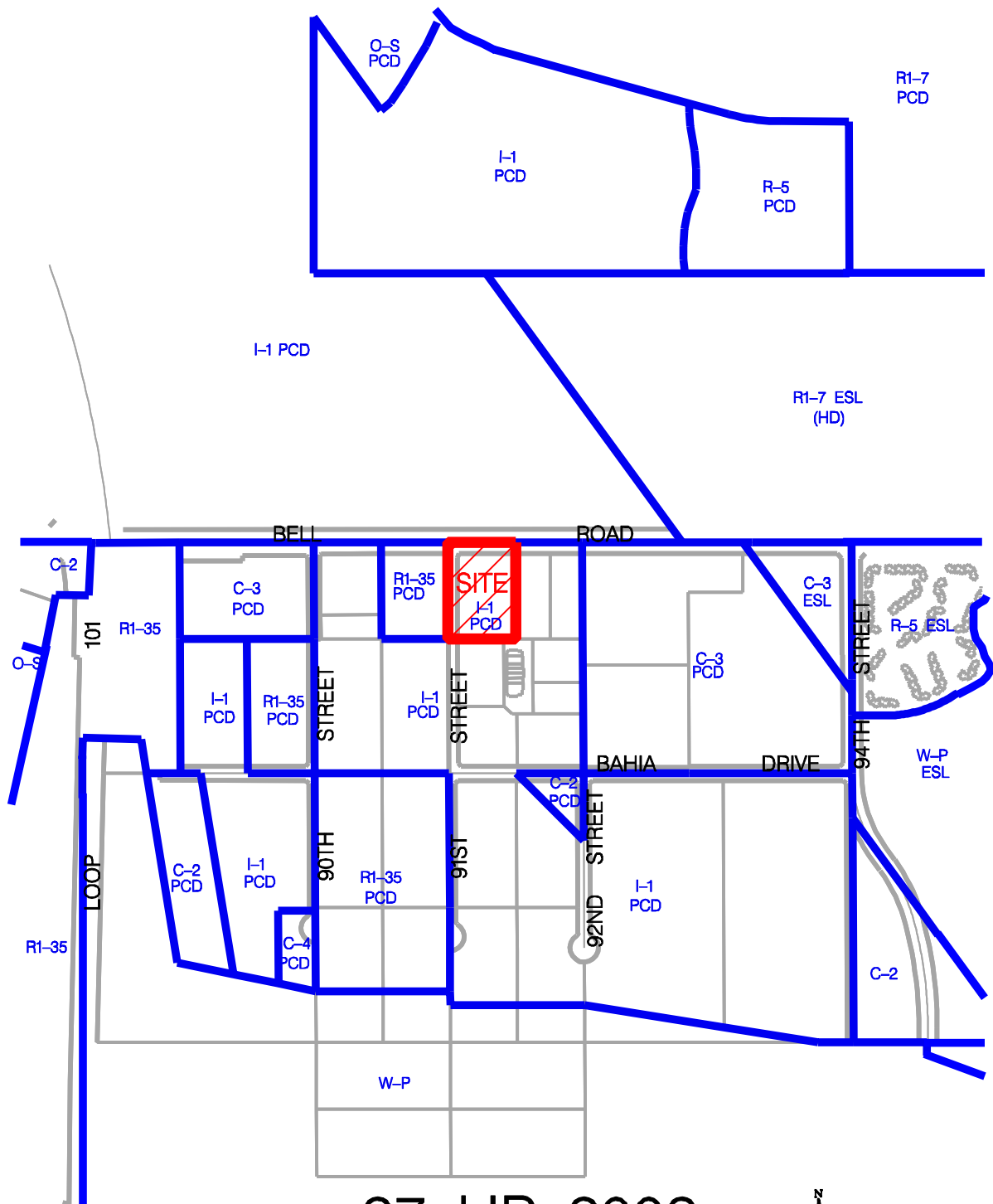
27-UP-2002

ATTACHMENT #2A

# General Plan



**27-UP-2002**  
ATTACHMENT #3



27-UP-2002

ATTACHMENT #4



## **STIPULATIONS FOR CASE 27-UP-2002**

### **PLANNING/ DEVELOPMENT**

1. CONFORMANCE TO DEVELOPMENT SUBMITTAL. Development shall conform with the floor plan submitted by *Crawley Architects* and dated 10/18/2002. These stipulations take precedence over the above-referenced site plan. Any proposed significant change, as determined by the Zoning Administrator, shall be subject to subsequent public hearings before the Planning Commission and City Council.



27-UP-2002  
 SEC 91st & Bell  
 Ftiproz Health Studio Use Permit  
 Traffic Summary

**Traffic Summary**

A three building complex was for this site was approved by the City Council in October of 2000. After construction it was determined that only 62% (5,845 s.f.) of Building A was needed for the martial arts facility. In light of this, the owner proposes to lease the balance (3,563 s.f.) of Building A to Fitproz, for use as a health studio, the subject of this application.

A traffic impact analysis was submitted in support of the year 2000 rezoning request. It **determined that the proposed specific mix of land uses would generate 996 trips on a typical weekday, 12 of which would occur during the A.M. peak hour and 176 of which would occur during the P.M. peak hour.** The Fitproz use of the space in Building A will add 164 "external trips" per typical weekday, 16 of which will occur during the A.M. peak hour and 9 of which will occur during the P.M. peak hour. External trips are those accessing the public street system. 36 additional "internal trips" will not use the street, being direct visits to the new health studio from other existing on site uses. The following chart contains the peak hour trip generation for the proposed use.

LAND USE	SIZE	EXTERNAL TRIPS GENERATED						
		DAILY	A.M. PEAK HOUR (7:00-8:00 A.M.)			P.M. PEAK HOUR (5:00-6:00 P.M.)		
			IN	OUT	TOTAL	IN	OUT	TOTAL
Health Studio	3,563 S.F.	130	8	8	16	6	3	9

The additional trips from the proposed use represent a 17% increase in daily trips (from 966 to 1,130), a 150% increase in A.M. peak hour trips (from 12 to 28) and a 5% increase in P.M. peak hour trips (from 176 to 185). Relative to the projected daily and peak hour volumes on the adjacent roadways, these increases will have a negligible effect on level of service at the two site driveways to 91<sup>st</sup> Street and the adjacent intersection of 91<sup>st</sup> Street and Bell Road.

CASE NUMBER 571-PA-02LOCATION OF APPLICATION 9151 E BELL Rd SUITE 102

## COMMUNITY INPUT CERTIFICATION

It is valued in the city of Scottsdale that all applicants for rezoning, use permit, and/or variances will inform, and will invite input from, neighboring residents and other parties that may be impacted by the proposed use. The applicant shall submit this completed certification with the application as verification that such contact has been made. Community input was solicited as documented below:

Date	Name (person, organization, etc.) and Address	Contact	Format	
		Meeting	Phone	Letter
	ROBERT LANE 4001 N 3RD ST 400			/
	SOUTHCAL TRIST INTL. PHOENIX, AZ 85012			/
	WEN CHIAN YANG and PHETH ET AL			/
	8040 N. 85TH WAY #1 SCOTTSDALE AZ 85258			/
	ANGELINA MORMINO			/
	5401 E LAUREL DR. SCOTTSDALE AZ 85254			/
	PRINCES BELL LTD PARTNERSHIP			/
	1629 E. BETHANY HOMER RD. PHOENIX AZ 85316			/
	RWMC INVESTMENTS			/
	7653 E ACOMA DR. #104 SCOTTSDALE AZ 85260			/

Signature of owner/applicant \_\_\_\_\_

Date \_\_\_\_\_

571-PA-2002

11/25/2002

3939 CIVIC CENTER BOULEVARD ■ SCOTTSDALE, ARIZONA

27-UP-2002

12/11/2002

ATTACHMENT #7

85251 ■ PHONE (602) 994-2600









YOUTH FAMILY  
ART CENTER

TENANT IMPROVEMENT  
FITPROZ STUDIO

9151 EAST  
BELL ROAD  
SUITE 102

SCOTTSDALE  
ARIZONA

DATE 10-18-02

ATTACHMENT #9

## GENERAL NOTES

- CONTRACTOR TO INQUIRE ARCHITECT OF CONFLICTS BETWEEN DRAWINGS AND FIELD CONDITIONS AND OBTAIN APPROVAL FROM OWNER PRIOR TO COMMENCEMENT OF ANY NEW WORK.
- DIMENSIONS AS NOTED IN THE DRAWINGS ARE TO THE CENTERLINE OF INTERIOR PARTITION WALLS AND TO THE EXTERIOR FACE OF EXTERIOR MASONRY (UNLESS NOTED).
- ALL EXTERIOR FINISHES BY TENANT, AND UNDER SEPARATE PERMIT.
- WHERE FLOORING MATERIALS CHANGE, THE CHANGE IS TO OCCUR AT THE CENTERLINE OF THE DOOR. FLOOR FINISH AS REQUIRED PRIOR TO INSTALLATION OF FLOOR COVERINGS.
- MAINTAIN A MINIMUM OF 44" CLEAR UNOBSTRUCTED EMERGENCY EXIT AS TO DESIGNATED EXITS.
- PROVIDE FLOOR OR LANDING ON EACH SIDE OF ALL DOORS. LANDINGS SHALL BE LESS THAN 12" LOWER THAN THE THRESHOLD OF THE DOORWAY.

## PARTITION KEY

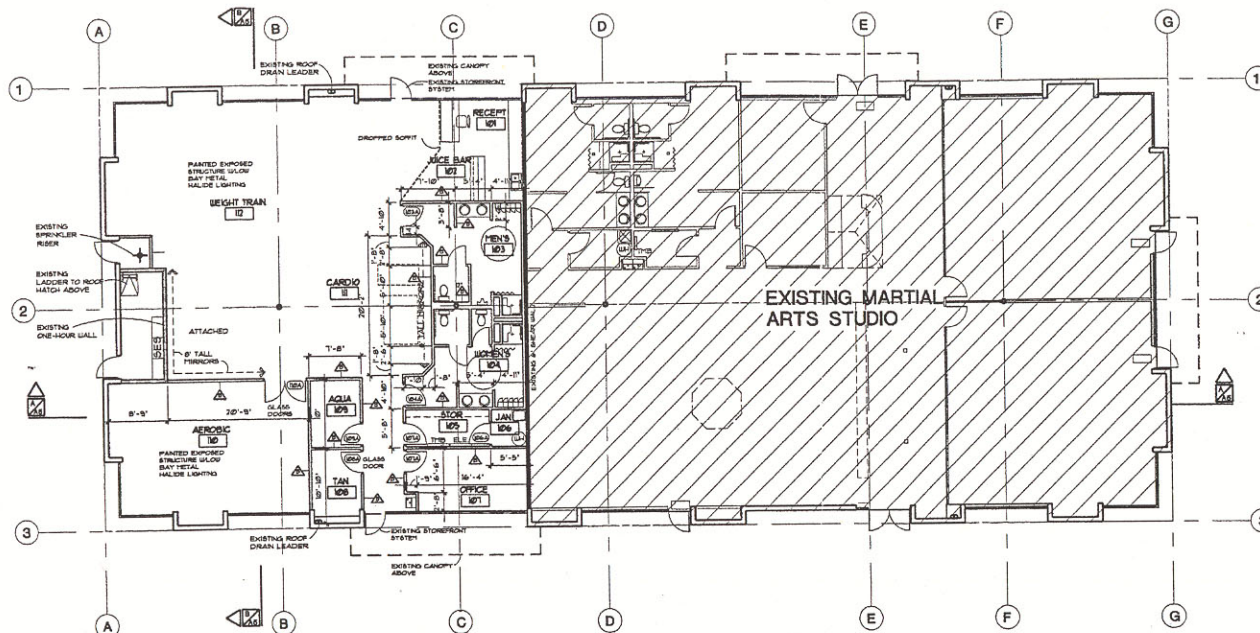
▲	INTERIOR SHEAR WALL TO UNDERLIE OF SUB-FLOORING PROVIDE FULL HEIGHT 5/8" GYPSUM BOARD ON BOTH SIDES AND 1/2" PLASTER ON SHELL SIDE. SEE STRUCTURAL DRAWINGS FOR SHEAR WALLING.
▲	INTERIOR ONE HOUR RATED PARTITION WALLS TO UNDERLIE OF SUB-FLOORING PROVIDE FULL HEIGHT 5/8" GYPSUM BOARD ON BOTH SIDES AND 1/2" PLASTER ON SHELL SIDE. SEE STRUCTURAL DRAWINGS FOR SHEAR WALLING.
▲	INTERIOR PARTITION WALL TO 4" ABOVE HIGHEST ADJACENT CEILING WITH 5/8" GYPSUM BOARD EA. SIDE (SEE SHEET 1001).
▲	INTERIOR PARTITION WALL TO 4" ABOVE HIGHEST ADJACENT CEILING WITH 5/8" GYPSUM BOARD EA. SIDE (SEE SHEET 1001).
▲	NON-RATED INTERIOR PARTITION WALL TO UNDERLIE OF SUB-FLOORING PROVIDE FULL HEIGHT 5/8" GYPSUM BOARD ON BOTH SIDES.
▲	EXTERIOR WALL WITH 6" METAL STUDS INTERIOR SIDE FINISH WITH 1/2" GYPSUM BOARD TO 4" ABOVE HIGHEST ADJACENT CEILING - SEE SHEETS A-6A AND A-62 FOR EXTERIOR FINISH DETAILS - SEE STRUCTURAL DRAWINGS FOR STUD SPACING AND GAUGE SIZE.
▲	EXTERIOR WALL WITH 6" METAL STUDS INTERIOR SIDE FINISH WITH 1/2" GYPSUM BOARD TO 4" ABOVE HIGHEST ADJACENT CEILING - SEE SHEETS A-6A AND A-62 FOR EXTERIOR FINISH DETAILS - SEE STRUCTURAL DRAWINGS FOR STUD SPACING AND GAUGE SIZE.
▲	3 1/2" x 20 GA METAL STUDS STAGGERED IN 6" TRACK AT 24" ON 12" R-11 BATT INSULATION (SEALANT TAG STAGGERED METAL STUDS - 3/8" GYPSUM BOARD OVER 6" UDC MASONRY WALL).

## DRAWING LEGEND

—	EXTERIOR STEEL	○	PORTAL NUMBER
—	INTERIOR PARTITION	○	DETAIL KEY
—	ONE-HOUR RATED PARTITION	○	SHEET NUMBER
—	INTERIOR PARTITION WALL	○	SECTION NUMBER
—	DOOR TYPE SYMBOL	○	WALL SECTION
—	DOOR TYPE SYMBOL	○	SECTION NUMBER
—	DOOR TYPE SYMBOL	○	SECTION NUMBER
—	DOOR TYPE SYMBOL	○	SECTION NUMBER
—	DOOR TYPE SYMBOL	○	SECTION NUMBER
—	DOOR TYPE SYMBOL	○	SECTION NUMBER

## FLOOR PLAN

1/8" = 1' - 0"



## NOTICE OF ALTERNATE BILLING CYCLE

THIS CONTRACT ALLOWS THE OWNER TO REQUIRE SUBMISSION OF BILLINGS OR ESTIMATES IN BILLING CYCLES OTHER THAN THIRTY DAYS. A WRITTEN DESCRIPTION OF EACH OTHER BILLING CYCLE APPLICABLE TO THIS PROJECT IS AVAILABLE FROM THE OWNER OR THE OWNER'S DESIGNATED AGENT AT (SEE OWNER'S TELEPHONE NUMBER AND ADDRESS ON COVER SHEET) AND THE OWNER ON ITS DESIGNATED AGENT SHALL PROVIDE THIS WRITTEN DESCRIPTION UPON REQUEST.

THE ARCHITECTURAL DESIGN AND DATA PRESENTED IN THESE DOCUMENTS IS AN INSTRUMENT OF SERVICE PROVIDED BY CAWLEY ARCHITECTS. ALL DISCREPANCIES FOUND IN THESE DOCUMENTS OR CONFLICTS BETWEEN THESE DOCUMENTS AND ACTUAL FIELD CONDITIONS SHALL BE REPORTED TO CAWLEY ARCHITECTS FOR RESOLUTION PRIOR TO COMMENCEMENT OF THE WORK. DISCREPANCIES BETWEEN BID POINTS PRESENTED TO THE CONTRACTOR AND THESE DOCUMENTS SHALL BE REPORTED TO THE CONTRACTOR PRIOR TO COMMENCEMENT OF THE WORK.

A-2  
OF 6  
27-UP-2002  
12/11/2002

# PLANNING COMMISSION REPORT



MEETING DATE: January 28, 2003

ITEM NO. \_\_\_\_\_

GOAL: Coordinate Planning to Balance Infrastructure

## SUBJECT

**Bill Heard Chevrolet**

## REQUEST

Request to approve a conditional use permit for new and used automobile sales on a 11+/- acre parcel located at 8705 E McDowell Road with both General Commercial (C-4) and Highway Commercial (C-3) zoning.

**30-UP-2002**

### Key Items for Consideration:

- There will be no service or repair at this facility.
- The auto sales facility will generate less traffic than other commercial uses.
- The site abuts a single-family neighborhood to the south.
- There is no known opposition.

## OWNER

Twentieth Century Land Corporation  
706 323-1111

## APPLICANT CONTACT

Lou Jekel  
Jekel & Howard, L L P  
480-948-7060

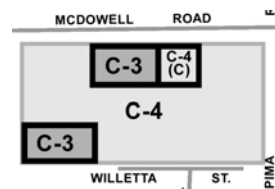
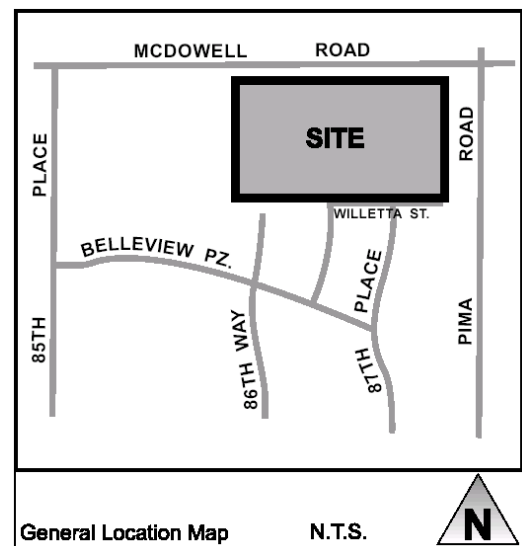
## LOCATION

8705 E McDowell Rd

## BACKGROUND

### Zoning.

Nine (9) acres of the site are zoned General Commercial District (C-4) and 2 acres of the site are zoned Highway Commercial District (C-3). The C-4 District allows auto sales as a permitted by-right use, and the C-3 District allows auto sales upon approval of a Conditional Use Permit. The C-4 and C-3 Districts allow a wide range of commercial uses, including restaurants, retail, services, and some manufacturing (in the C-4 District).



A Conditional Use Permit for a gas station and convenience store was previously approved for the easternmost 3 acres of this site (Case 42-UP-

1986#3), and a mini-warehouse was previously approved on a ½ acre of this site (Case 59-Z-1978).

**Context.**

This 11-acre property is located at the east end of the McDowell Road corridor. The property is surrounded by the following:

- Commercial uses to the west;
- Apartments, vacant land, and commercial uses to the north;
- The Salt River Pima-Maricopa Indian Community to the west; and
- A single-family subdivision to the south.

**APPLICANT'S  
PROPOSAL****Goal/Purpose of Request.**

This is a request for a Conditional Use Permit on the C-3 portions of the property to allow a new and used auto sales facility. The proposed facility will occupy the entire 11-acre property, and the C-4 portions of the property already allow auto sales.

The site will have a new auto sales showroom building, a building for used auto sales, and a 3-story vehicle storage garage. The storage garage will be twenty four (24) feet tall and serve as the rear component of the facility adjacent to the single-family homes to the south. The garage will have a solid wall facing the residences, will be separated from the residential district to the south by a fifty (50) foot wide landscaped buffer, and there will be a new eight (8) foot tall solid screening wall along the south property line.

The only access into the site is one main driveway on McDowell Road, and an emergency-access-only driveway on McDowell Road. All auto service and repair, and the delivery of vehicles, will remain at the existing facility located at the northeast corner of McDowell and Scottsdale Roads. There will be no outdoor speakers or public address systems, and no light trespassing into the residential neighborhood.

**Key Issues.**

- There will be no service or repair at this facility.
- The auto sales facility will generate less traffic than other commercial uses.
- The site abuts a single-family neighborhood to the south.
- The applicant has held 2 neighborhood meetings and there is no known opposition.

**Community Impact.**

The proposed development at the east gateway to the McDowell Corridor will occupy a site that has been vacant for years, except for an existing industrial building. Previous land uses have been proposed for portions of the site that have raised traffic and other nuisance concerns for the residences to the south, including a gasoline service station, car wash, and multi-family housing. It is anticipated that the proposed auto sales use, as designed, will generate less traffic and less noise/odor than commercial uses previously approved for this site and other typical uses within the C-3 and C-4 Districts.

**IMPACT ANALYSIS**

**Traffic.**

The proposed automobile dealership at this site will likely yield 1,762 daily trips, which represents a decrease of approximately 3,800 daily trips when compared to a development plan that assumes commercial land uses allowed by the existing C-4 and C-3 zoning districts, and a previously approved use permit for a gas station and convenience store.

Capacity analyses indicate that the signalized intersection of Pima Road and McDowell Road will not suffer a decline in level of service (LOS) due to the addition of traffic for the site. The proposed site driveway onto McDowell Road will operate at an acceptable LOS during the peak hours with the exception of the left-turn movement from the site onto westbound McDowell Road, which will operate at LOS F during the p.m. peak hour. Low levels of service are typical for a driveway at an unsignalized intersection on a major street during peak hours.

**TRIP GENERATION COMPARISON TABLE**

Land Use For The 11-Acre Site	Daily Trip Total
<b>Alternate Scenario</b>	
<b>Business Park (1000 sq ft)</b>	1,035
<b>Industrial Park (1000 sq ft)</b>	858
<b>Fast Food With Drive-Thru</b>	1,488
<b>Automobile Care Center</b>	600
<b>Automobile Care Center<sup>1</sup></b>	300
<b>Gas Station, Convenience Store, and Car Wash<sup>1</sup></b>	1,303
<b>Total</b>	5,585
<b>Proposed Heard Chevrolet New and Used Car Sales</b>	1,762
<b>Decrease</b>	3,823

<sup>1</sup> Approved in "Turtle Stop", Case 42-UP-86#3

There is an existing raised median on McDowell Road designed to accommodate turning movements no longer appropriate for the proposed development. It has been stipulated that the existing raised median on McDowell Road, west of the proposed intersection, be removed and replaced with a new raised landscaped median.

**Development information.**

- *Existing Use:* Manufacturing and vacant land
- *Buildings/Description:* New and used auto sales buildings, and vehicle storage garage
- *Parcel Size:* 11+/- acres
- *Building Height Allowed:* 36 feet

- *Proposed Building Heights:*
  - New car showroom: 34 feet
  - Used car sales building: 16 feet
  - Vehicle storage garage: 24 feet

**Adjacent Jurisdiction.**

The Salt River Pima-Maricopa Indian Community and the Arizona Department of Transportation were notified of this application.

**Policy implications.**

Approval of the use permit will allow the entire 11-acre site to be used as an auto sales facility. The proposal will occupy a site currently containing an industrial building and vacant land that is located at the east gateway to the McDowell Corridor and adjacent to single-family homes.

**Use Permit Criteria.**

Conditional use permits, which may be revocable, conditional, or valid for a specified time period, may be granted only when expressly permitted only after the Planning Commission has made a recommendation and the City Council has found as follows:

- A. That the granting of such conditional use permit will not be materially detrimental to the public health, safety or welfare. In reaching this conclusion, the Planning Commission and the City Council's consideration shall include, but not be limited to, the following factors:
  1. Damage or nuisance arising from noise, smoke, odor, dust, vibration or illumination.
    - *There will be no auto repair or service, no outdoor speakers, and the south elevation of the vehicle parking garage will be a solid wall, so there are no nuisances anticipated.*
  2. Impact on surrounding areas resulting from an unusual volume or character of traffic.
    - *Traffic resulting from the proposal will be much less than alternative commercial uses.*
  3. There are no other factors associated with this project that will be materially detrimental to the public.
    - *There are no other detrimental factors anticipated with the proposal.*
- B. The characteristics of the proposed conditional use are reasonably compatible with the types of uses permitted in the surrounding areas.
  - *The proposed auto sales facility is compatible with the other commercial uses along McDowell Road, and the landscape and buffer treatments along the south property line help ensure compatibility with the adjacent residential neighborhood.*
- C. The additional conditions for outdoor vehicular display specified in Section 1.403, as applicable, have been satisfied.
  - *The maximum area for display will not exceed 20% of the total net lot area, and will be limited to hard-surfaced areas with an open-space setting. Vehicle storage will be provided within the storage garage or otherwise screened from view with low walls and*

*landscaping.*

**Community involvement.**

The applicant has notified the residential subdivisions to the south and held two neighborhood meetings. Two letters of support have been received. A letter has been received by the Arizona Department of Transportation indicating this site will not impact their highway facilities. There have been no objections.

**OPTIONS AND STAFF  
RECOMMENDATION**

**Description of Option A:**

The Planning Commission could choose to recommend approval of the request, subject to stipulations.

**Description of Option B:**

The Planning Commission could choose to continue the case to obtain more information or citizen input.

**Description of Option C:**

The Planning Commission could choose to recommend denial of the request, finding that the Conditional Use Permit Criteria have not been met.

**Recommended Approach:**

Staff recommends approval, subject to the attached stipulations.

**RESPONSIBLE  
DEPT(S)**

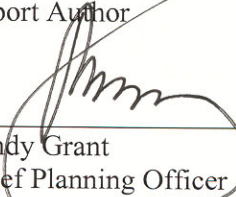
**Planning and Development Services Department**  
Current Planning Services  
Economic Vitality

**STAFF CONTACT(S)**

Tim Curtis  
Project Coordination Manager  
480-312-4210  
E-mail: [tcurtis@ScottsdaleAz.gov](mailto:tcurtis@ScottsdaleAz.gov)

**APPROVED BY**

  
\_\_\_\_\_  
Tim Curtis  
Project Coordination Manager  
Report Author

  
\_\_\_\_\_  
Randy Grant  
Chief Planning Officer

**ATTACHMENTS**

1. Applicant's Narrative
2. Context Aerial
- 2A. Aerial Close-Up
3. Land Use Map
4. Zoning Map
5. Stipulations
6. Additional Information
7. Traffic Impact Summary
8. Case 42-UP-1986#3 site plan
9. Citizen Involvement
10. Proposed Site Plan



Project: #507-PA-2000  
Project: Bill Heard Chevrolet Dealership  
Location: 8705 E. McDowell Road  
Scottsdale, AZ 85257

Applicant: Lou Jekel  
Jekel & Howard, LLP  
8283 N. Hayden Road  
Suite 100  
Scottsdale, AZ 85258-2455

## **PROJECT NARRATIVE**

This Use Permit request is for the property located on the Southwest corner of Pima Road and McDowell Road. The property owner, Twentieth Century Land Corporation, a subsidiary of Bill Heard Enterprises, Inc., would like to build a new Bill Heard Chevrolet dealership for the display and sale of new and used vehicles. The property will consist of a new car sales showroom, a smaller used car sales building, new and used car outside display, and a parking garage on the South side of the property for inventory storage and employee parking. The dealership will only be used for sales of new and used vehicles and will not have a service or auto body repair facility. Mechanical repair service and auto body repair will remain on the Bill Heard property located on the northeast corner of Scottsdale Road and McDowell Road. Communications on the dealership site will be handled with a personal pager system. No public address system or other noise creating type of communication will be used.

The proposed site is two-thirds vacant. The remainder is currently used as a service facility for repair of large motor home vehicles and the AME Food Service wholesale food distribution warehouse.

The design for the new car sales building will consist of a two story showroom with a mezzanine like partial second story. The used car sales building will be a smaller version but very similar to the new car building. The parking garage will be set back 25 feet from the southern



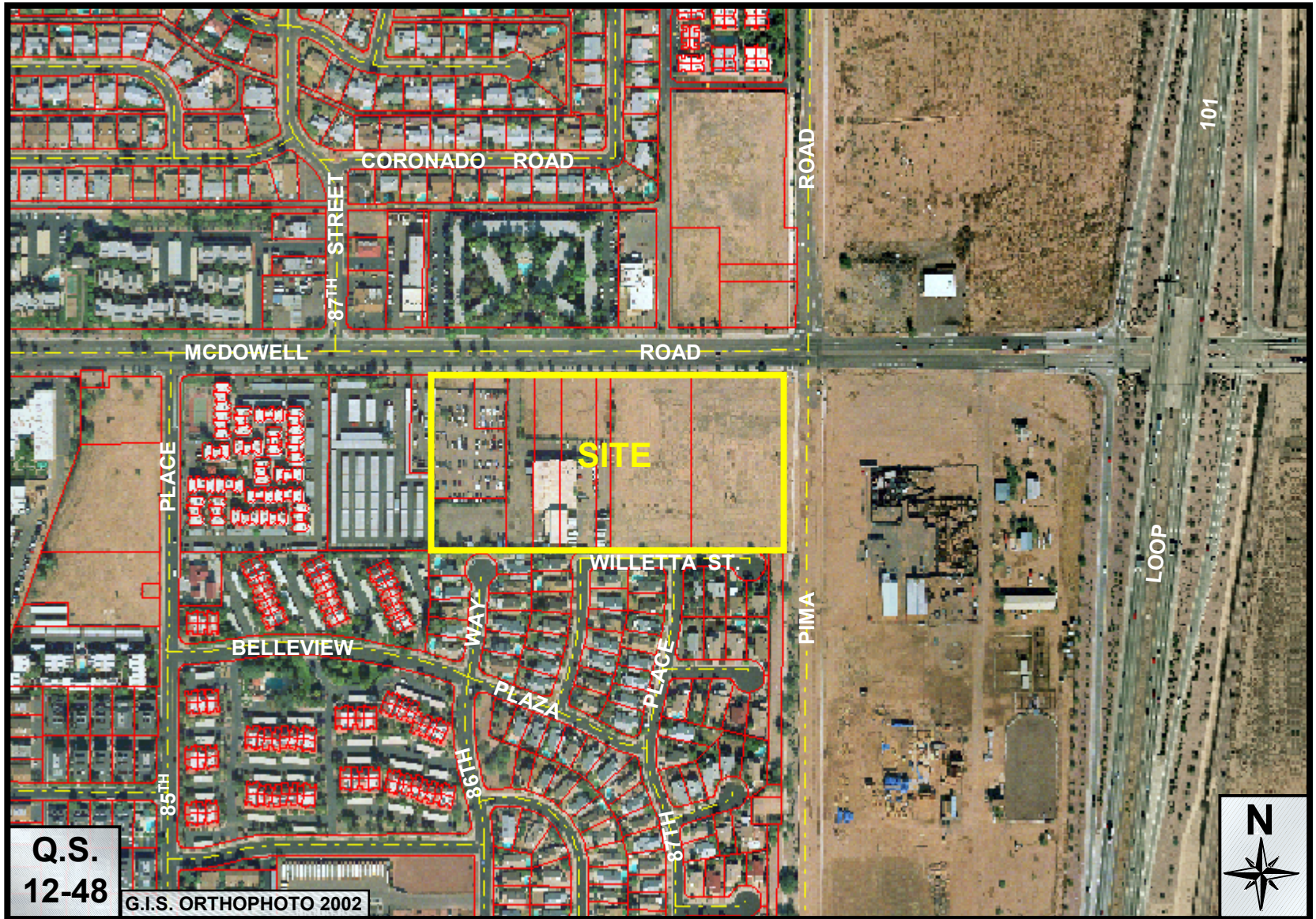
property line. The south side walls of the garage will be constructed to blend in with the neighborhood design and color pallet. Bill Heard Chevrolet will also construct a sign monument as an entry to the City of Scottsdale at the southwest corner of Pima and McDowell Roads. The sign monument will incorporate the recommendations of the City's design staff and surrounding homeowners to create an attractive welcoming view for those entering the City.

Landscaping will consist of a combination of granite, sod, trees and plants. A landscaped berm will be constructed around the perimeter of the site with controlled access. All trees and plants to be used will be compatible with the area, require minimal water and will conform to all Scottsdale landscape policies. Mature trees and landscaping will be planted on the south side of the parking garage. All landscaping will be done in such a manner to compliment and enhance the appearance and quality of life of the neighborhood.

Access to the site will be through two curb cuts along McDowell Road. There will be no access to the Pima Road alignment.

Drainage will be handled both on site and through access to the existing outfall running parallel to the east boundary of the property and will fully comply with City of Scottsdale regulations.

The new facility will allow Bill Heard Chevrolet to continue to grow and contribute even more to Scottsdale's economic vitality.



Bill Heard Chevrolet

30-UP-2002

ATTACHMENT #2



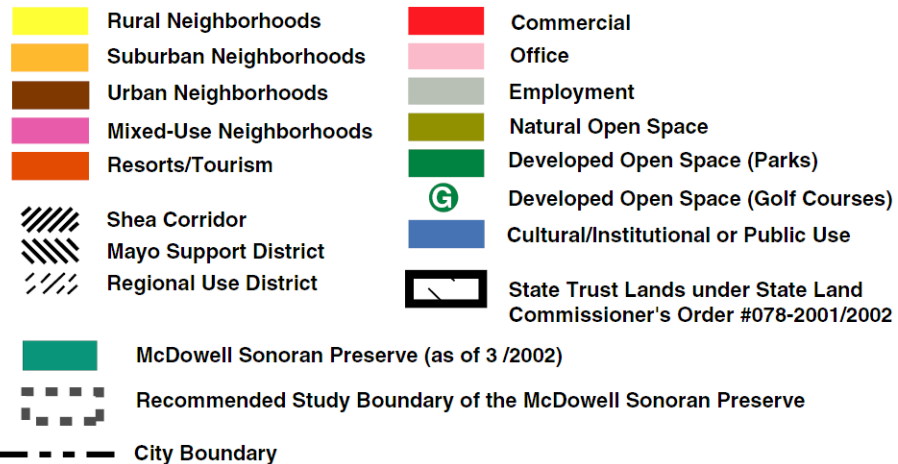
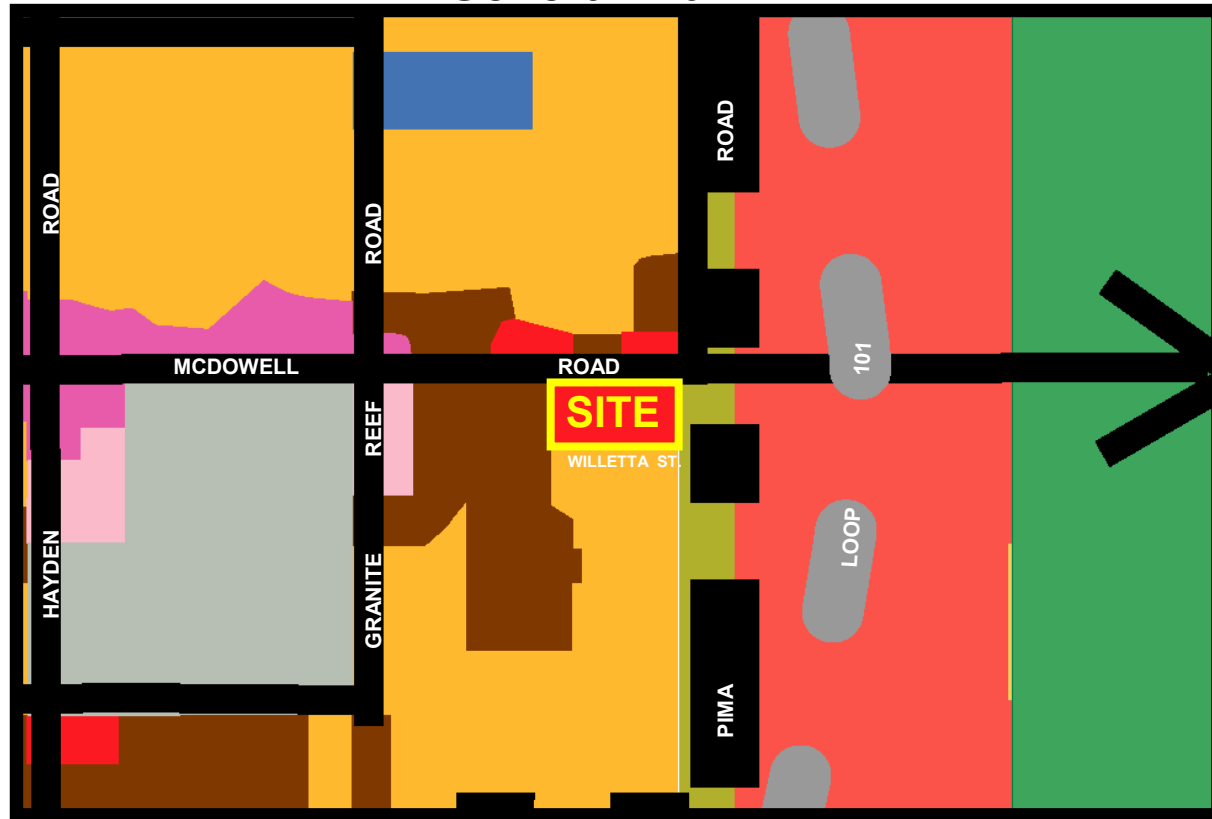


Bill Heard Chevrolet

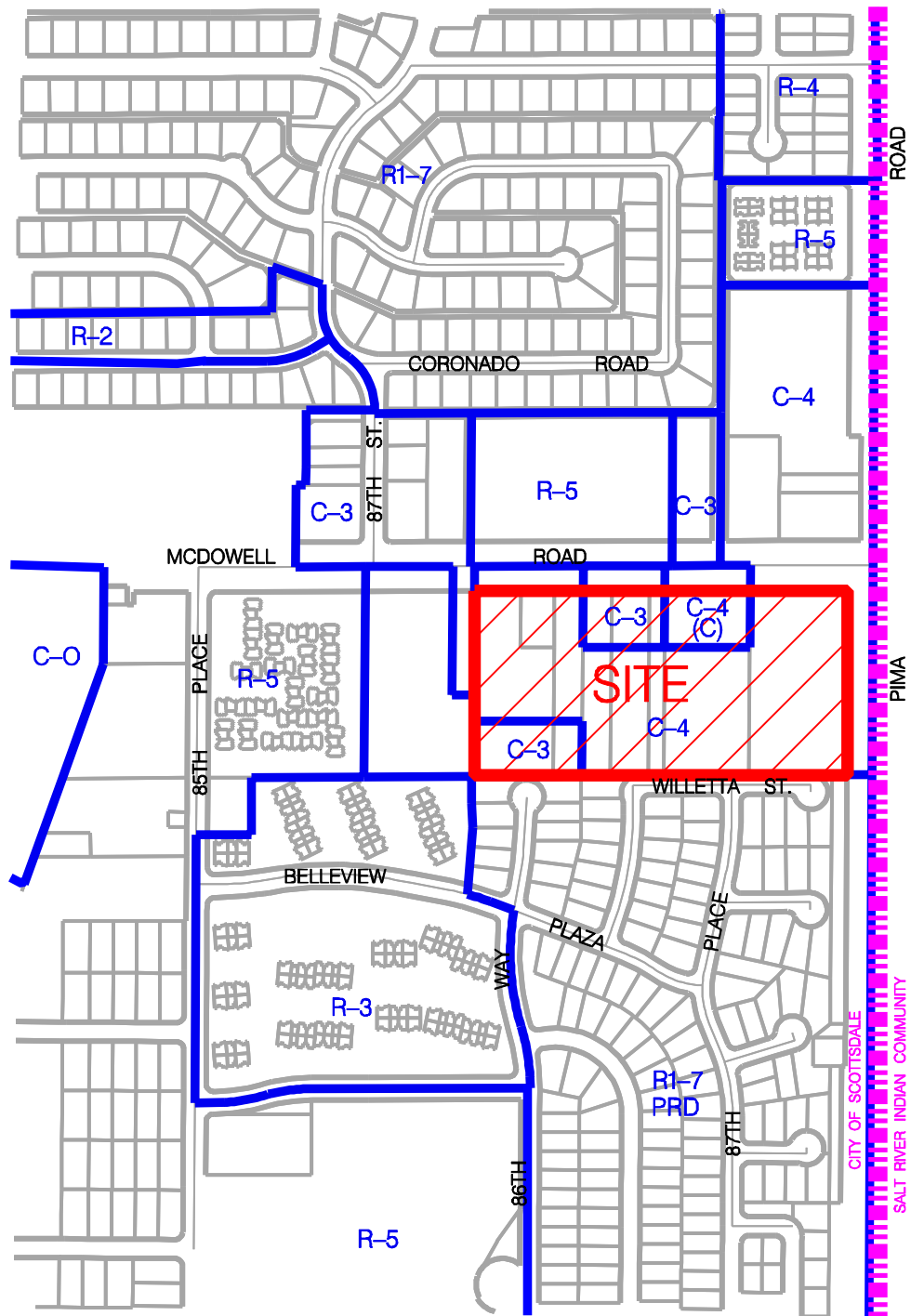
30-UP-2002

ATTACHMENT #2A

# General Plan



**30-UP-2002**  
ATTACHMENT #3



30-UP-2002  
ATTACHMENT #4

## **STIPULATIONS FOR CASE 30-UP-2002**

### **PLANNING/ DEVELOPMENT**

1. CONFORMANCE TO DEVELOPMENT SUBMITTAL. Development shall conform with the site plan submitted by Fred Goree A.I.A. and dated 1/20/2003. These stipulations take precedence over the above-referenced site plan. Any proposed significant change, as determined by the Zoning Administrator, shall be subject to subsequent public hearings before the Planning Commission and City Council.
2. AUTO SERVICE AND REPAIR. There shall be no automobile service or repair at this location without subsequent review and approval.
3. SOUND. There shall be no external speakers or public address system. Any internal speakers or public address system shall not be audible from the exterior of the building.
4. VEHICLE STORAGE GARAGE. The vehicle storage garage shall have the following requirements:
  - A. The garage shall not exceed twenty four (24) feet in height and shall be setback from the south property line a minimum of fifty (50) feet;
  - B. The south building elevation of the garage shall be completely solid, and its design shall be coordinated with the adjacent homeowners' association to the south and approved by the Development Review Board; and
  - C. Any proposed lighting on the top floor of the vehicle storage garage shall be located below the height of the screen wall of the top floor. Light sources on the top floor of the vehicle storage garage shall not be visible from off site.
5. BUFFERED SETBACK. The developer shall provide a minimum fifty (50) foot landscaped buffered setback from the south property line. The setback shall be landscaped with mature trees, as determined by the Development Review Board.
6. SCREEN WALL. The developer shall provide a new eight (8) foot tall wall along the south property line. The eight (8) foot height shall be measured from the existing grade on the south (residential) side. Wall material, design, and construction timing shall be coordinated with the adjacent homeowners' association to the south, and approved by the Development Review Board. With the Development Review Board submittal, the developer shall submit the design and construction timing of the new wall, and any removal schedule of the existing wall.
7. UTILITY POLES. The developer shall remove all utility poles along the south and east property lines. All necessary utilities shall be located underground.
8. GATEWAY DESIGN FEATURE EASEMENT. The developer shall provide a corner gateway design feature easement at the northeast corner of the site. The easement shall be triangular shaped with minimum fifty (50) foot long leg dimensions measured along McDowell and Pima Roads (commencing at the corner of McDowell and Pima Roads).

### **CIRCULATION**

1. ACCESS RESTRICTIONS. Before issuance of any certificate of occupancy for the site, the developer shall construct the following access to the site. Access to the site shall conform to the following restrictions (distances measured to the driveway or street centerlines):

- a. The developer shall construct a minimum of one site driveway and one emergency-access-only driveway from McDowell Road. The site driveway shall align with the existing driveway that serves the apartments across McDowell Road, which is located approximately 565 feet from the Pima Road centerline. The site driveway shall be designed to provide full access to and from McDowell Road. The location and design of the emergency-access-only driveway shall be subject to approval by Rural Metro.
  - b. The developer shall remove all existing driveways on the site and reconstruct the curb, gutter, and sidewalk to match existing adjacent curb, gutter, and sidewalk.
2. MEDIAN RECONSTRUCTION. Before issuance of any certificate of occupancy for the site, the developer shall modify the existing median on McDowell Road by removing the existing westbound left-turn lane at the existing driveway to the site. The developer shall construct a raised median to replace this turn lane, to the satisfaction of City staff.
3. AUXILIARY LANE CONSTRUCTION. Before issuance of any certificate of occupancy for the site, the developer shall construct a right-turn deceleration lane at the main site driveway on McDowell Road, in conformance with the Design Standards and Policies Manual.
4. TRANSIT FACILITIES. Before issuance of any certificate of occupancy for the site, the developer shall dedicate a bus shelter easement with minimum dimensions of 9 feet deep by 16 feet long on the south side of McDowell Road, west of Pima Road. The location of the bus shelter easement shall be subject to City staff approval (Transit Department 480-312-7696) before any final plan approval.

#### DRAINAGE AND FLOOD CONTROL

1. CONCEPTUAL DRAINAGE REPORT. With the Development Review Board submittal, the developer shall submit a conceptual drainage report and plan subject to City staff approval. The conceptual report and plan shall conform to the Design Standards and Policies Manual - Drainage Report Preparation. In addition, the conceptual drainage report and plan shall:
  - a. Demonstrate how the storm water storage requirement is satisfied, indicating the location, volume and drainage area of all storage.
  - b. Include flood zone information to establish the basis for determining finish floor elevations in conformance with the Scottsdale Revised Code.
  - c. Include a complete description of requirements relating to project phasing.
2. STORM WATER STORAGE REQUIREMENT. On-site storm water storage is required for the full 100-year, 2-hour storm event. Before improvement plan approval, the developer shall submit a final drainage report and plan that calculates the storm water storage volume required and the volume provided using the 100-year, 2-hour storm event.
3. DRAINAGE EASEMENTS. With the Development Review Board submittal, the developer shall submit a site plan subject to City staff approval. The site plan shall include and identify proposed drainage easements that will be dedicated for the purposes of storm water storage, in conformance with the Scottsdale Revised Code and the Design Standards and Policies Manual.

#### WATER

1. NEW WATER FACILITIES. Before the issuance of letters of acceptance by the City's Inspection Services Division, the developer shall construct all water lines and related facilities necessary to serve the site.

WASTEWATER

1. NEW WASTEWATER FACILITIES. Before the issuance of letters of acceptance by the City's Inspection Services Division, the developer shall provide all sanitary sewer lines and wastewater-related facilities necessary to serve the site.



## **ADDITIONAL INFORMATION FOR CASE 30-UP-2002**

### **PLANNING/DEVELOPMENT**

1. DEVELOPMENT REVIEW BOARD. The City Council directs the Development Review Board's attention to:
  - a. Site design elements at the northeast corner of the site,
  - b. Building elevations,
  - c. Wall design,
  - d. Landscaping,
  - e. The type, height, design, and intensity of proposed lighting on the site, to ensure that it is compatible with the adjacent use,
  - f. storm water management systems,
  - g. Signage.
2. LOT TIE. A lot tie will be required to create one legal lot of record to be developed.

### **ENGINEERING**

1. RESPONSIBILITY FOR CONSTRUCTION OF INFRASTRUCTURE. The developer shall be responsible for all improvements associated with the development or phase of the development and/or required for access or service to the development or phase of the development. Improvements shall include, but not be limited to, storm drains, drainage structures, water systems, sanitary sewer systems, curbs and gutters, paving, sidewalks, streetlights, street signs, and landscaping. The granting of a use permit does not and shall not commit the City to provide any of these improvements.
2. FEES. The construction of water and sewer facilities necessary to serve the site shall not be in-lieu of those fees that are applicable at the time building permits are granted. Fees shall include, but not be limited to, the water development fee, water resources development fee, water recharge fee, sewer development fee or development tax, water replenishment district charge, pump tax, or any other water, sewer, or effluent fee.
3. CITY CONTROL OF ACCESS. The City retains the right to modify or void access within City right-of-way. The City's responsibility to promote safe conditions for the traveling public takes precedence over the stipulations above.
4. WATERLINE CONSTRUCTION. Per Section 49-219 of the Scottsdale Revised Code, all property for which water or sewer service is desired shall, as a minimum requirement of service, be provided with, as a portion of the City system, a minimum of one-half of an eight-inch sewer main or six-inch water main for the entire frontage of the parcel, which will require providing lines on both sides of the property if the property is a corner parcel. Given this requirement, before issuance of any certificate of occupancy for the site, the developer shall construct a 12-inch diameter waterline along the property frontage in the Pima Road right-of-way. The developer shall connect this waterline to the existing waterline in McDowell Road and to the existing waterline in Willetta Street, to the satisfaction of the City's Water Resources Department. The City may elect to participate in the cost of oversizing of any pipeline in accordance with City ordinance requirements.
5. MULTI-USE PATH. Before any certificate of occupancy is issued for the site, the developer shall reconstruct any disturbances to the existing multi-use path along Pima Road in conformance with

the Design Standards and Policies Manual.

6. NON-ACCESS EASEMENTS. The developer will be required to dedicate a one-foot wide vehicular non-access easement along adjacent streets except at the approved street entrance and emergency access driveway.

#### OTHER REQUIREMENTS

1. ENVIRONMENTAL PROTECTION AGENCY (EPA) REQUIREMENTS. All construction activities that disturb five or more acres, or less than five acres if the site is a part of a greater common plan, shall obtain coverage under the National Pollutant Discharge Elimination System (NPDES) General Permit for Construction Activities. [NOI forms are available in the City of Scottsdale One Stop Shop, 7447 East Indian School Road, Suite 100. Contact Region 9 of the U.S. Environmental Protection Agency at 415-744-1500, and the Arizona Department of Environmental Quality at 602-207-4574 or at web site <http://www.epa.gov/region.1>]  
The developer shall:
  - a. Submit a completed Notice of Intent (NOI) to the EPA.
  - b. With the improvement plan submittal to the Plan Review and Permit Services Division, the developer shall submit a copy of the NOI and a Storm Water Pollution Prevention Plan.
2. SECTION 404 PERMITS. With the improvement plan submittal to the Plan Review and Permit Services Division, the developer's engineer must certify that it complies with, or is exempt from, Section 404 of the Clean Water Act of the United States. [Section 404 regulates the discharge of dredged or fill material into a wetland, lake, (including dry lakes), river, stream (including intermittent streams, ephemeral washes, and arroyos), or other waters of the United States.]
3. DUST CONTROL PERMITS. Before commencing grading on sites 1/10 acre or larger, the developer shall obtain a Dust Control Permit (earth moving permit) from Maricopa County Division of Air Pollution Control. Call the county at 602-506-6700 for fees and application information.
4. UTILITY CONFLICT COORDINATION. With the improvement plan submittal to the Plan Review and Permit Services Division, the developer shall submit a signed No Conflict form (not required for City-owned utilities) from every affected utility company.

## **TRAFFIC IMPACT ANALYSIS SUMMARY 30-UP-2002**

### **Existing Conditions:**

The subject site is located on the southwest corner of McDowell Road and Pima Road. McDowell Road is designated as a Regional System on the Community Mobility Element of the new General Plan and functions as a Major Arterial street as designated on the Circulation Element of the old General Plan. Pima Road is designated as a Citywide System on the Community Mobility Element of the new General Plan and functions as a Minor Arterial as designated on the Circulation Element of the old General Plan. The intersection of McDowell Road and Pima Road is currently signalized.

McDowell Road is constructed to a cross section with 3 eastbound lanes, 3 westbound lanes, and a landscaped median. Pima Road is constructed to a cross section with one northbound and one southbound lane. Pima Road extends to the north of McDowell Road only, making the intersection of Pima Road and McDowell a three-legged intersection. The posted speed limit on both Pima Road and McDowell Road in the vicinity of the site is 45 miles per hour.

The current daily volume of traffic using this section of McDowell Road is 28,500 vehicles per day. The current daily volume of traffic using this section of Pima Road is 3,000 vehicles per day. Accident data was reviewed from January 1, 2001 through mid-November, 2002. During that time period, there have been 3 collisions at the intersection of McDowell Road and Pima Road and 6 segment collisions on McDowell Road west of Pima Road. Four of the 6 segment collisions were rear end type collisions. There were no patterns among the rest of the collisions.

The year 2000 segment accident rate for McDowell Road from Granite Reef Road to McDowell Road was 2.31 while the citywide average segment accident rate was 1.68 accidents per million vehicle miles. The year 2000 intersection accident rate for Pima Road and McDowell Road was 0.00 while the citywide average intersection accident rate was 0.53 accidents per million vehicles entering the intersection.

### **Proposed Development:**

The project site is located on the southwest corner at the intersection of Pima Road and McDowell Road. The 11.03-acre site currently has zoning designation of General Commercial District (C-4) for part of the parcel and Highway Commercial District (C-3) for the rest of the parcel. Heard Chevrolet is proposing to construct 46,977 square feet of showroom, new and used vehicle sales lots, and a three-story garage for inventory storage on the site. These uses are allowed under the C-4 zoning, but a use permit is required for the proposed facility for the portion of the parcel with C-3 zoning.

To understand the potential traffic impacts of this proposed use permit, it is helpful to evaluate other possible land use scenarios for this project site. The applicant has provided a traffic impact study prepared by Kirkham Michael Consulting Engineers, which examines the impacts from the proposed Heard Chevrolet Dealership. A previously approved site plan ("Turtle Stop", 42-UP-86#3) proposed a gas station, convenience store, car wash, and automobile care facility for the eastern portion of the project site. In the traffic impact study, Kirkham Michael created an alternate development scenario for the project site around the approved "Turtle Stop" site plan. The scenario includes business offices, industrial facilities, a fast food restaurant with a drive-thru, and an

automobile care center in addition to the “Turtle Stop” site components. These land uses are all allowed under the current zoning and use permit. The Trip Generation Table below shows the estimated trip generation for the proposed Heard Dealership as well as the alternate scenario.

**TRIP GENERATION COMPARISON TABLE**

Land Use	Daily Total	AM Peak Hour			PM Peak Hour		
		In	Out	Total	In	Out	Total
<b>Alternate Scenario</b>							
Business Park (1000 sq ft)	1,035	34	6	40	10	34	44
Industrial Park (1000 sq ft)	858	26	6	32	6	23	29
Fast Food With Drive-Thru	1,488	76	73	149	52	48	100
Automobile Care Center	600	53	36	89	57	54	111
Automobile Care Center <sup>1</sup>	300	28	19	47	30	28	58
Gas Station, Convenience Store, and Car Wash <sup>1</sup>	1,303	43	43	86	54	54	108
<b>Total</b>	<b>5,585</b>	<b>260</b>	<b>183</b>	<b>443</b>	<b>209</b>	<b>241</b>	<b>450</b>
<b>Heard Chevrolet</b>							
New and Used Car Sales	1,762	76	28	104	52	79	131
<b>Decrease</b>	<b>3,823</b>	<b>184</b>	<b>155</b>	<b>339</b>	<b>157</b>	<b>162</b>	<b>319</b>

<sup>1</sup> Approved in “Turtle Stop”, Case 42-UP-86#3

The trip generation analysis indicates that the proposed automobile dealership will generate significantly less traffic than the alternate scenario would generate. The trip generation calculations are based on data contained in the Institute of Transportation Engineer’s *Trip Generation*.

The applicant is proposing one access point from McDowell Road into the automobile dealership. The site driveway will be at the center of the site’s McDowell Road frontage and will align with an existing driveway to an apartment complex on the north side of the road. The location of this driveway will allow full access. There is an existing center two-way left turn lane to accommodate left turns at the site driveway.

#### **Future Conditions:**

The submitted traffic study analyzes the traffic conditions for the year 2005, which is the assumed build out year for the automobile dealership. Turning movement counts taken during peak hours in January 2002 at the intersection of Pima Road and McDowell Road were used to estimate traffic volumes for 2005. These counts were also used to evaluate the level of service for the proposed site driveway and for the intersection of Pima Road and McDowell Road.

Capacity analysis at the signalized intersection of the Pima Road and McDowell Road indicates that the level of service (LOS) for the overall intersection will not be impacted by the traffic generated by the proposed Heard Chevrolet dealership. For the horizon year 2005, the intersection will operate at LOS B during the a.m. and p.m. peak hours. This analysis is based on the anticipated traffic volumes resulting from the addition of the site-generated traffic to the background traffic volumes.

The turning movements at the Heard driveway on McDowell Road are expected to operate at LOS A through LOS C for the a.m. and p.m. peak hours with the exception of the left turns out of the site during the p.m. peak hour. The left turns from the site onto westbound McDowell Road will operate at LOS F during the p.m. peak hour. This is typical for a driveway at an unsignalized intersection with a major street during peak traffic hours. The LOS for the traffic exiting the apartment driveway directly across from the proposed Heard driveway will operate at LOS C during the a.m. and p.m. peak hours for the year 2005 with Heard site traffic.

**Additional Information:**

There is a vacant parcel on the northwest corner at the intersection of Pima Road & McDowell Road that is zoned C-4. The parcel is currently owned by ADOT. There has been no application for development on the ADOT parcel at this time. The ADOT parcel has access to an existing alley along its west property line. The alley currently has full access to McDowell Road and will provide full access from McDowell Road to a future development on the ADOT parcel. The centerline-to-centerline spacing between the alley to the ADOT parcel and the proposed driveway for the Bill Heard Chevrolet is 176 feet.

The proximity of driveways on this section of McDowell Road, existing and anticipated, does not provide enough spacing to have separate left-turn lanes for each driveway. There is a center two-way left turn lane for this section of McDowell Road that will provide the left turn access into the Heard dealership and into the alley for the ADOT parcel. This sets up a back-to-back left turn configuration. Vehicles turning left into the Heard dealership and vehicles turning left into the alley for the ADOT parcel will share the 176-foot two-way left turn lane space for storage and maneuvering into the left turn lane. Kirkham Michael assumed a future development for the ADOT parcel and evaluated the future performance of this back-to-back left turn lane. They found this configuration to be satisfactory.

There is an existing raised median along McDowell Road except where the proximity of driveways is such that the median was not installed because adequate property access would not be provided, as discussed above. On the subject site frontage there is an existing westbound left-turn lane that will not be utilized with the proposed site plan. Staff is recommending that this left-turn lane be removed and replaced with a raised median and landscaping to match the existing median just west of this location. Along the north side of McDowell Road in this area is an existing multi-family development. This property has two full access driveways and two restricted access driveways. The eastern full-access site driveway aligns with the proposed Heard dealership driveway and would be maintained as such; the western full access site driveway would not be affected by this median. Access to this multi-family property would be maintained at its current level and should not be adversely impacted by the installation of the raised median. This direction would be consistent with the City policies for limiting the access and conflict points along major arterial streets.

Vehicle test-driving will be limited to streets classified as Major Collectors or higher. There will be no test-driving on residential streets.

**Summary:**

Approval of a use permit for the proposed automobile dealership at this site will likely yield 1,762 daily trips, with 104 a.m. peak hour trips and 131 p.m. peak hour trips. This represents a decrease of approximately 3,800 daily trips when compared to a development plan that assumes commercial land uses allowed by the existing Commercial District (C-4) and Highway Commercial District (C-3) zoning and a previously approved use permit for a gas station and convenience store.

Capacity analyses indicate that the signalized intersection of Pima Road and McDowell Road will not suffer a decline in level of service (LOS) due to the addition of traffic for the site. The proposed site driveway onto McDowell Road will operate at an acceptable LOS during the peak hours with the exception of the left-turn movement from the site onto westbound McDowell Road, which will operate at LOS F during the p.m. peak hour. This is typical for a driveway at an unsignalized intersection on a major street during peak hours. All capacity analyses are based on projected 2005 traffic volumes and include the traffic expected to be generated by the development of this site and the vacant parcel at the northwest corner of Pima Road and McDowell Road.

**Staff Concerns:**

- The site design does not accommodate delivery vehicles within the site. The applicant has indicated that all vehicle delivery will occur offsite at their dealership at Scottsdale Road. Vehicle delivery should not occur in the public right of way.
- There is an existing westbound left-turn bay for a site driveway that will be eliminated in the new site plan. The westbound left turn bay should also be removed with the site development.

42-UP-86#3

Plan Data:

Project Area: +/-2.9 Net Acres  
(126,535.6 Sq.Ft.)

Zoning: Existing: C-4  
Proposed: C-4

F.A.R.: Allowed: .80  
Proposed: .15

Open Space: Required: 16,675 Sq.Ft. .  
Provided: 16,675 Sq.Ft. (min.)

Parking: Required: 54  
Provided: 58

Bldg. Height: 20' maximum

Prepared by:



**LIAM LARSON ASSOCIATES**  
ZONING, SITE AND ENVIRONMENTAL PLANNING  
8472 E. All Conquistadors Drive Scottsdale, AZ 85258  
Office Fax (602) 818-1468 Mobile (602) 377-2617

**Note: All Calculations are Approximate.**

Scale: 1"=30'

North J

# Pima & McDowell Property

Scottsdale, Arizona

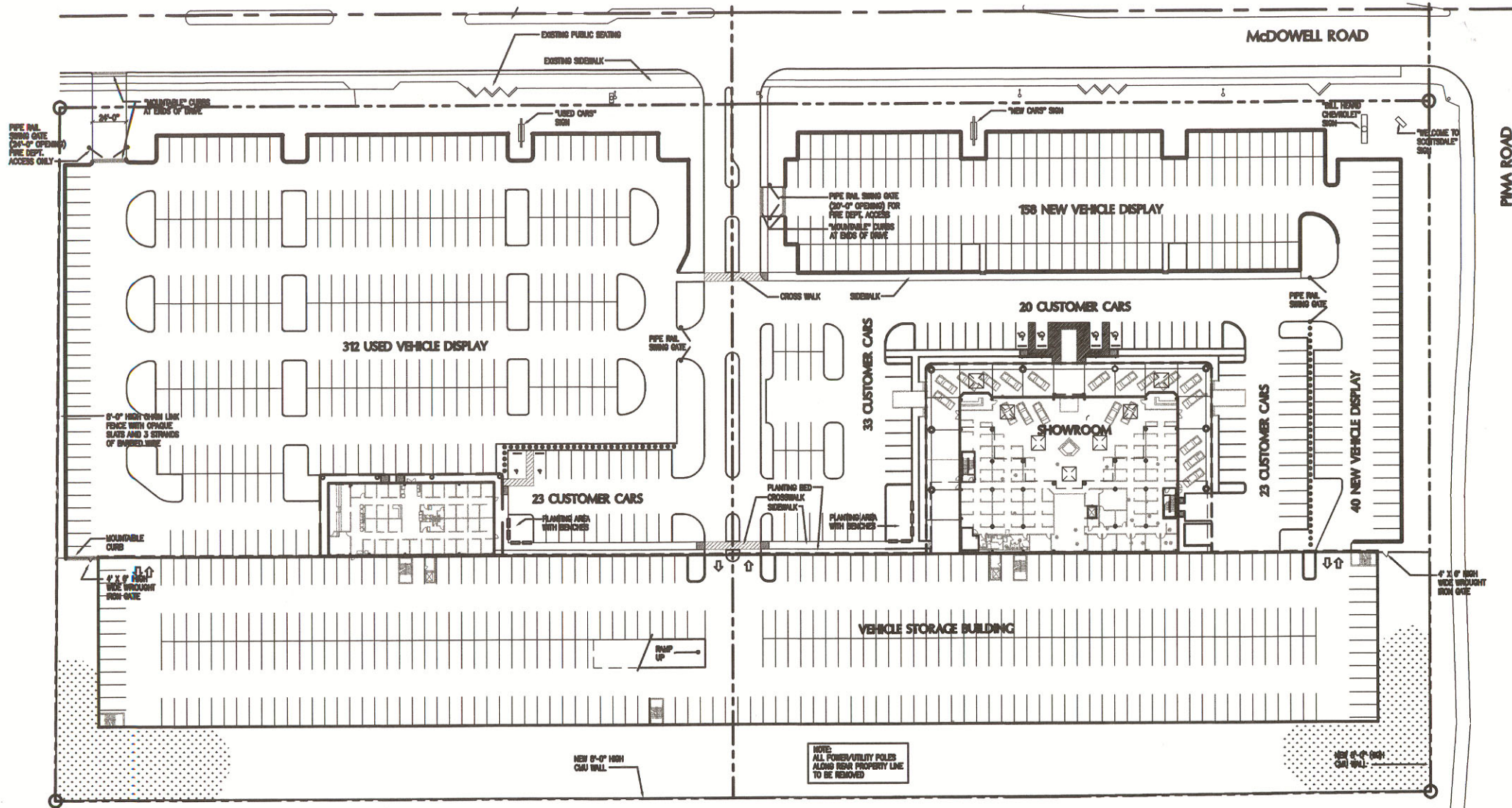
Date: November 24, 1997  
Revised: June 2, 1998

30-UP-2002  
BILL HEARD CHEVROLET

Attachment #9. Citizen Involvement

This attachment is on file at the City of  
Scottsdale Current Planning office, 7447 E  
Indian School Road, Suite 105.





ATTACHMENT #10

# 1 SCHEMATIC SITE PLAN

SCALE: 1"=100'-0"



## PROJECT DATA

ZONING: C-3  
NET LOT AREA: 481,727 SQ.FT.  
BUILDING HEIGHT: 34'

OPEN SPACE CALCULATIONS.

REQUIRED OPEN SPACE:  
MAXIMUM BUILDING HEIGHT= 34' PROPOSED ( 30' ALLOWED)  
FIRST 12' OF HEIGHT=10% X NET LOT AREA  
= .10 X 481,727 = 48,173  
NEXT 22' OF HEIGHT= 22' X .004 X 481,727 = 42,392 SQ.FT.

OPEN SPACE REQUIRED (NOT INCLUDING PARKING LOT LANDSCAPING)  
= 48,173 + 42,392 = 90,565 SQ.FT. (19%)  
OPEN SPACE PROVIDED = 114,614 S.F.

PARKING LOT LANDSCAPING REQUIRED  
PARKING LOT AREA X 15%  
201,041 SQ.FT. X .15 = 30,156 SQ.FT.



**FRED GOREE A.I.A.**

4710 BELLAIRE, SUITE 105, BELLAIRE, TEXAS 77401 TEL: (713) 660-6102 FAX: (713) 660-8550

*Architects*

SHEET NO.



Current Planning

**DATE:** January 22, 2003

**TO:** Planning Commissioners

**FROM:** Randy Grant

**RE:** 3-TA-2000#2, Wireless Communications Ordinance Text Amendment

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The language of the Wireless Communications Ordinance will be available next week based on the discussion at the Planning Commission meeting on January 22, 2003.

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# PLANNING COMMISSION REPORT



MEETING DATE: January 28, 2003

ITEM NO. \_\_\_\_\_ GOAL: Coordinate Planning to Balance Infrastructure

## **SUBJECT REQUEST**

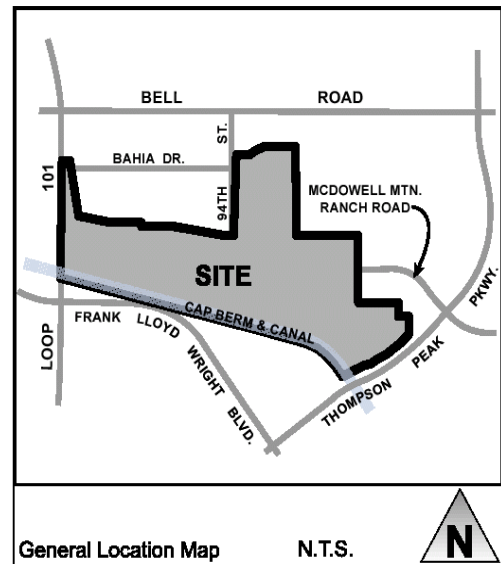
WestWorld Master Development Plan Update

Request to approve the updated WestWorld Master Development Plan, consisting of an approximate 340-acre planning area.

### **20-ZN-1995#2**

#### **Key Items for Consideration:**

- Master Plans Include:
  - Site Plan
  - Pedestrian & Trails Plan
  - Lighting
  - Vehicular Circulation
  - Parking & Emergency Access
  - Drainage
- Development of a new indoor multi-purpose building
- Providing roofs and climate control for several open-air arenas
- New areas for event parking



#### **Related Policies, References:**

20-ZN-1995

## **OWNER**

U S Bureau of Reclamation

## **APPLICANT CONTACT**

Brad Gessner, WestWorld General Manager  
City of Scottsdale  
480-312-6825

## **LOCATION**

16601 N Pima Rd

## **BACKGROUND**

### **Zoning.**

WestWorld is zoned Western Theme Park (WP) and WP Environmental Sensitive Lands (ESL). Major modifications to the Development Plan require City Council approval.

### **General Plan.**

The General Plan Land Use Element designates the property as Developed Open Space and Cultural Institutional/Public Use. These categories include drainage facilities for flood control, city parks, recreation, destination attractions, equestrian facilities, and cultural uses serving a large area.

**Context.**

WestWorld is situated north of the Central Arizona Project canal (CAP), east of Pima Road, and west of Thompson Peak Parkway. Adjacent development includes the following:

- South = the CAP berm and canal. To the south of this is outdoor storage for an industrial site, multi-family development, and Horizon Park (zoned I-1, R-5 and O-S PCD, respectively)
- West = Pima Road, Loop Freeway 101. To the west of this is the Tournament Players Club (TPC) desert golf course (zoned R1-35). To the southwest is Scottsdale Airport and airport retail.
- North = Horseman's West mixed use/industrial park, multi-family and single family development and vacant hotel site (zoned a combination of C-2 PCD, I-1 PCD, C-4 PCD, R1-35 PCD, R-5 ESL, and R1-5 PCD ESL)
- East = Horseman's East residential subdivisions, vacant land and the Sanctuary golf course (zoned R1-5 ESL PCD, R1-35 ESL and O-S, respectively). The McDowell Mountain Ranch master community is located immediately to the east and northeast.

**APPLICANT'S  
PROPOSAL****Goal/Purpose of Request.**

The purpose of the request is to update the 1995 Development Plan for WestWorld. The updated plan includes:

- A new enclosed multi-purpose building (approximately 100,000 s.f.)
- Enclosing and air-conditioning the existing Equidome and Wendell Arenas
- Covering two smaller arenas and relocating arenas
- Additional horse barns, a new bedding barn and boarding facility
- New show offices
- New parking areas for event parking and RV/trailer parking
- Small outdoor stage
- New lighting for outdoor arenas and parking areas

**COMMUNITY IMPACT**

Development of climate-controlled equestrian facilities, a new multi-purpose building, and new parking areas consistent with the proposed development plan are intended to result in:

- More year-round use of the facility
- Greater number of events and events that require indoor areas
- Reduced light due to arena coverings and new, updated arena lighting.
- Reduced noise and dust due to arena enclosures and parking surface improvements.
- Improved circulation to and from the site due to the completed Loop 101 Pima Freeway, Bell Road, and 94<sup>th</sup> Street
- Continued and future assured parking to support major events at WestWorld and the TPC due to the inclusion of the 52-acre State Lands parcel into WestWorld.

## **COMMUNITY INVOLVEMENT**

As indicated in the attached Citizen Involvement information, monthly meetings were held to solicit ideas, review work progress, and provide opportunity for public comment. Three meetings were held in May, and one meeting was held in each of the following months: June, July, September, October, and November. In addition, the consultant Dan Lare, of URS, participated in three Oversight Committee meeting presentations where Council, staff, and public input was sought. All meetings were properly posted. In addition, notice was sent to WestWorld's own list of interested parties and stakeholders.

The five main concerns from the public input sessions can be summarized as follows: Reduce noise, reduce traffic, reduce light spillage to the surroundings, reduce dust, and provide more trees at Westworld. For additional details regarding these concerns, Citizen Involvement information is attached to this report.

## **STAFF ANALYSIS**

### **Site Design:**

The Master Development Plan proposes building development generally clustered towards the center of the site. The clustering of buildings allows good pedestrian linkages, and allows operators to use one, or a combination of buildings for an event. The proposed development also establishes the main entrance, pedestrian promenade, and large areas of parking to the north of the buildings for event-goers, while providing barns and service areas to the south of the buildings for event operators and participants. Parking located on the west side of the buildings creates additional, convenient parking opportunities for the multi-purpose building.

### **Traffic:**

The approval of the WestWorld Master Plan is not anticipated to significantly increase the daily traffic generated by the site during non-event periods. Special event traffic is managed by traffic control plans that are coordinated with the City's Special Event Committee, and with the Police and Transportation Departments. An example of a traffic management plan (for the Barrett-Jackson automobile auction event) is attached for reference. Access to the facility has been improved in the last year with the completion of the Loop 101 Freeway, the expansion of Bell Road, the construction of infrastructure within Horseman's Park, and the installation of traffic signals on Bell Road at 91<sup>st</sup> Street and 94<sup>th</sup> Street. Based on these roadway improvements and specific traffic management plans put into place with each event, there should not be adverse traffic impacts to surrounding roadways or neighborhoods. The full Traffic Impact Summary is attached to this report for reference.

### **Circulation:**

The vehicular plan for WestWorld maintains current traffic patterns, which include access to three sides of the site (the fourth side being cut off by the CAP canal), and a loop drive around the perimeter of the event areas for easy access to all areas of WestWorld.

The pedestrian and trails plan provides a backbone for pedestrian and equestrian linkages. Extending the existing trail westward along the CAP dike and linking it north to the Old Verde Canal will provide a loop trail for

equestrians and enhance the overall trails plan. Additional pedestrian paths will be linked parking areas to the building/event areas, which can be addressed through subsequent Development Review Board applications for building and parking lot development.

**Parking:**

The parking plan for WestWorld calls for significant areas of new parking on the west and north sides of the site (see attached master parking plan). A total of 7,920 permanent parking spaces are shown on the Parking Plan, not including overflow and RV parking areas. Parking requirements for any new buildings will be evaluated with the Development Review Board submittal to ensure that adequate parking is provided with proposed development.

**Lighting:**

The lighting plan for WestWorld shows recreational lighting for the six relocated and two new open arenas, outdoor stage, and pedestrian promenade. New lighting for the open arenas will comply with Scottsdale's current standards for recreational lighting, which include shielding and reduced glare to surrounding properties. Reduced light, as well as reduced noise will result from enclosing four existing open-air arenas.

**Architectural Design and Landscaping:**

Proposed landscaping improvements and an architectural design theme are currently under development by URS for WestWorld. These items will be subject to approval by the Development Review Board subsequent to Council approval of the Master Development Plan update. Landscaping will tie together the pedestrian linkages throughout the site, along with architectural entryways, and will soften the parking areas and building edges, as well as screen some uses from off-site.

**Staff Analysis Summary:**

In summary, the proposed development plan provides a logical pattern for building development and internal circulation. Certain impacts to adjacent properties will be reduced by enclosing some arenas, improving parking areas, and completing the surrounding roadway and freeway system. Finally, building clustering, landscaping, and cohesive architectural design will improve the overall aesthetics of WestWorld.

**OPTIONS AND STAFF  
RECOMMENDATION**

**Recommended Approach:**

Staff recommends approval, subject to the attached stipulations.

**RESPONSIBLE  
DEPT(S)**

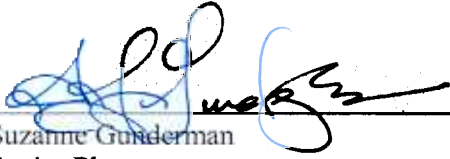
**Planning and Development Services Department**  
Current Planning Services


**STAFF CONTACT(S)**

Suzanne Gunderman  
Senior Planner  
480-312-7087  
E-mail: [sgunderman@ScottsdaleAZ.gov](mailto:sgunderman@ScottsdaleAZ.gov)



**APPROVED BY**

  
Suzanne Gunderman  
Senior Planner  
Report Author

  
Randy Grant  
Chief Planning Officer

**ATTACHMENTS**

1. Applicant's Narrative
2. Context Aerial
- 2A. Aerial Close-Up
3. Land Use Map
4. Zoning Map
5. Stipulations
  - Exhibit A: Conceptual Master Plan
  - Exhibit B: Pedestrian & Trails Plan
  - Exhibit C: Facility Lighting Plan
  - Exhibit D: Vehicular Circulation Plan
  - Exhibit E: Parking & Fire/Emergency Access Plan
  - Exhibit F: Drainage Plan
6. Additional Information
7. Site Boundary
8. Conceptual Development Program
9. Traffic Impact Summary
10. Example of a Traffic Management Plan
11. Citizen Involvement Information

## WESTWORLD MASTER PLAN UPDATE NARRATIVE

The updated WestWorld Master Plan will provide a ten-year plan for the future development of WestWorld. The update of the Master Plan is required under the Western Theme Park District zoning. As a part of the district's requirements, an updated Master Plan is required in order to proceed with any Capital Improvement Projects.

The Master Plan will identify new features, facilities, and infrastructure improvements needed to enhance WestWorlds' ability to host existing and future equestrian, recreational, and entertainment activities. The Master Plan will include the following elements: Equestrian facilities, traffic circulation, pedestrian, circulation, trails, signage, landscaping theme, architectural them, emergency access, drainage, lighting, noise, water, sewer, power, and communications.

As part of the Master Plan update process, the local residents and user groups will be included. Input will be sought on equestrian facility layout, facility upgrades needed, and additional facility needs. The user groups and public will be invited to participate in the Public Meetings, so that their concerns are addressed.

An Economic Analysis Report will be developed to ascertain the cost/benefit of any new proposed facilities.

In addition, the Master Plan will establish Design Guidelines for the facility. The Design Guidelines will provide architectural treatment guidelines for the development of facilities within WestWorld. Design criteria will also address aesthetics, color, texture, building materials, walls, signage, fences, and landscape themes. The focus of these Design Guidelines would be in line with the City of Scottsdale Council's goals to maintain the City's western heritage.

### *History of WestWorld*

On July 29, 1982, the Bureau of Reclamation and the City of Scottsdale entered into a Cost-Sharing and Recreational Land Use Agreement to develop public recreational use on a portion of the Paradise Valley Flood Retention Basin. Today, the property houses WestWorld, and the Sanctuary and Tournament Players Club golf courses.

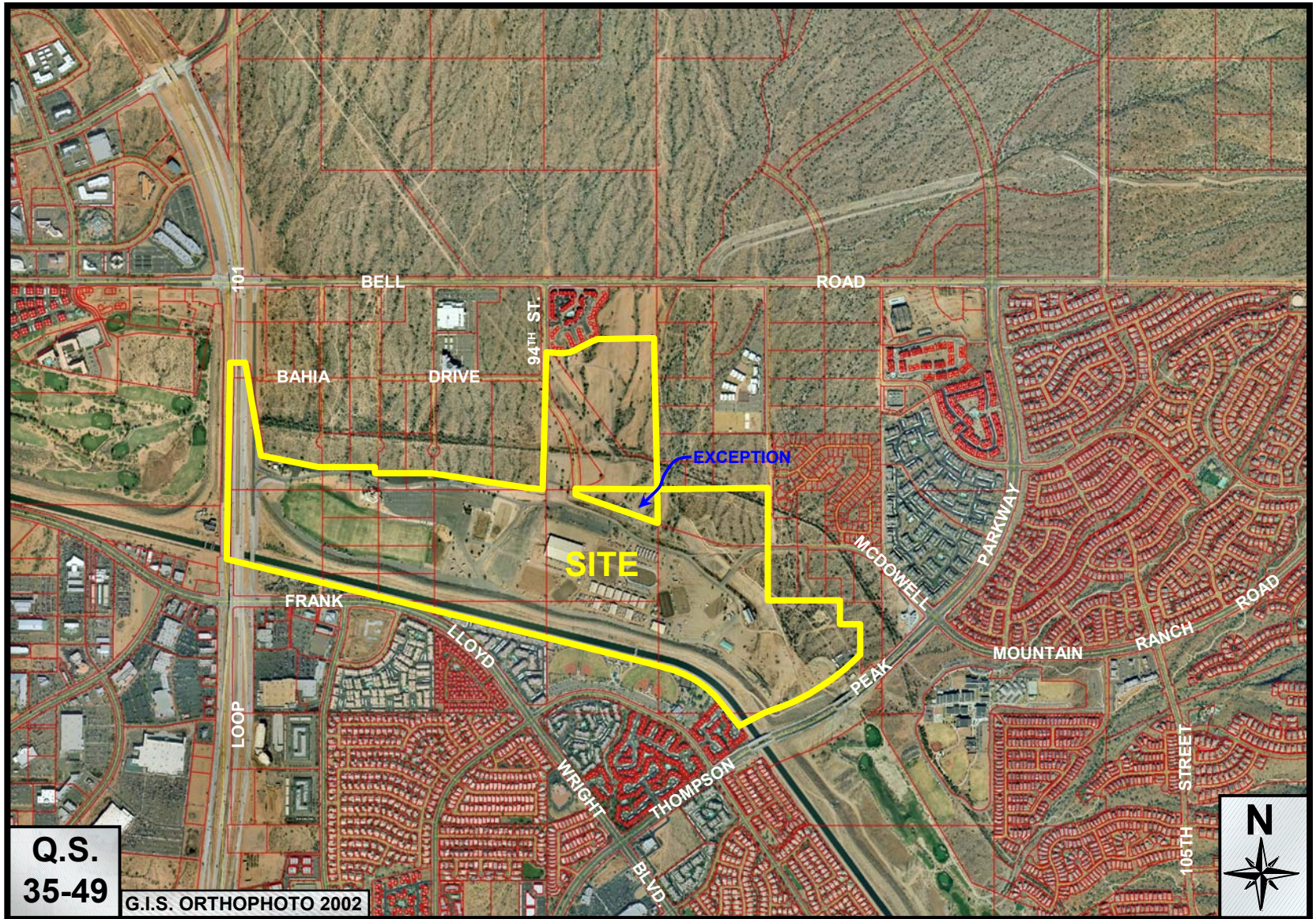
In 1986, the City of Scottsdale entered into a Recreational Use and Management Agreement with K-Lin Corporation. K-Lin managed and operated WestWorld as a private operation for ten years, 1986 to 1996. On January 1, 1997, the City of Scottsdale resumed management of the WestWorld facility. A Business Plan was developed in 1997-98 by the City and was approved by the City Council in March 1998, and by the Bureau of Reclamation in April 1998.

In 1998, the City of Scottsdale Council approved the WestWorld Business Plan. Also, in the same year, the WestWorld Working Group, made up of a number of users and stakeholders of WestWorld, developed a prioritized list of capital improvement projects for the facility. Several of the projects were approved in the Bond 2000 Program. The private sector operator completed the current Master Plan in 1995.

ATTACHMENT #1

20-ZN-1995#2  
12/18/2002





Q.S.  
35-49

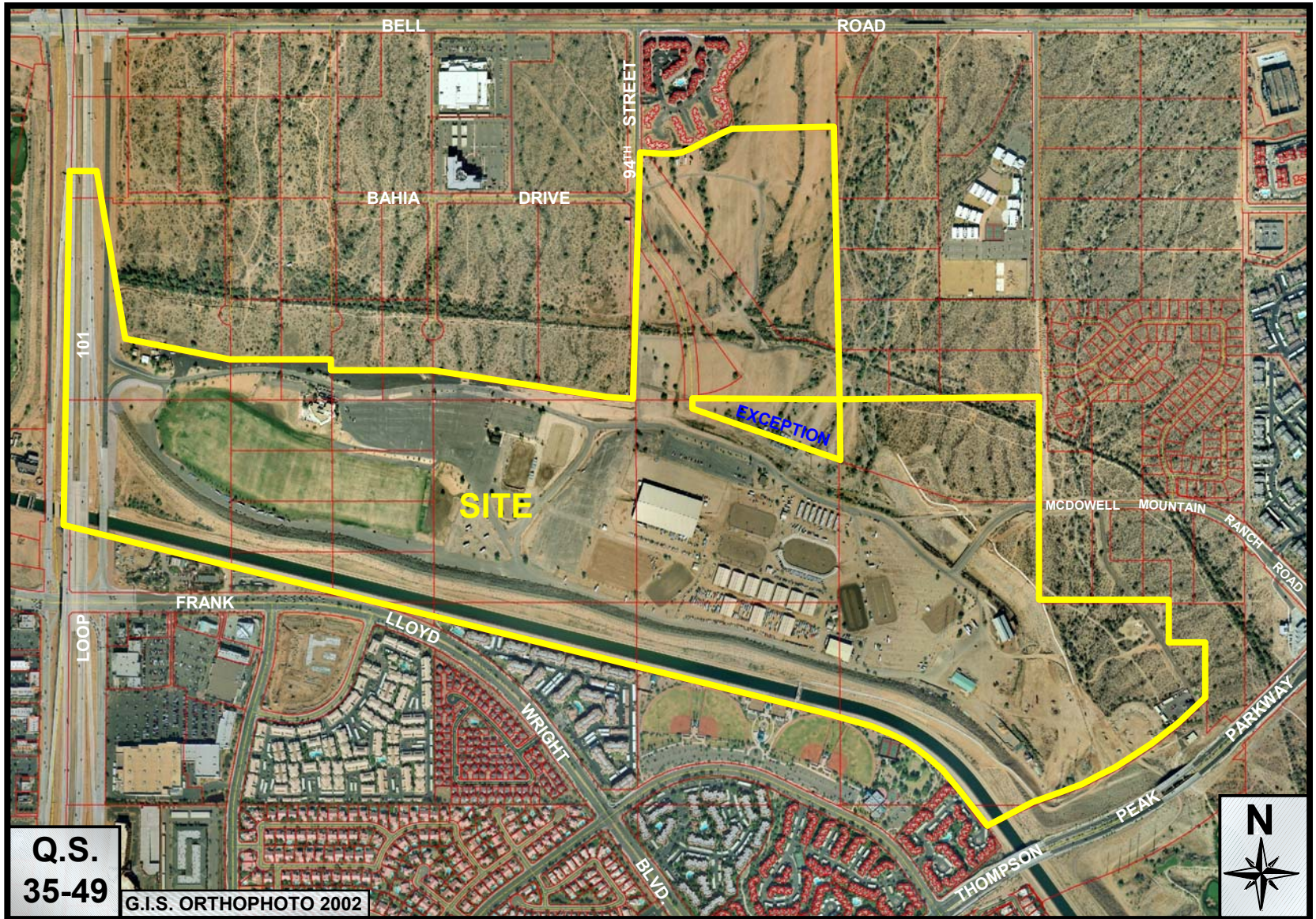
G.I.S. ORTHOPHOTO 2002

WestWorld

20-ZN-1995#2

ATTACHMENT #2





Q.S.  
35-49

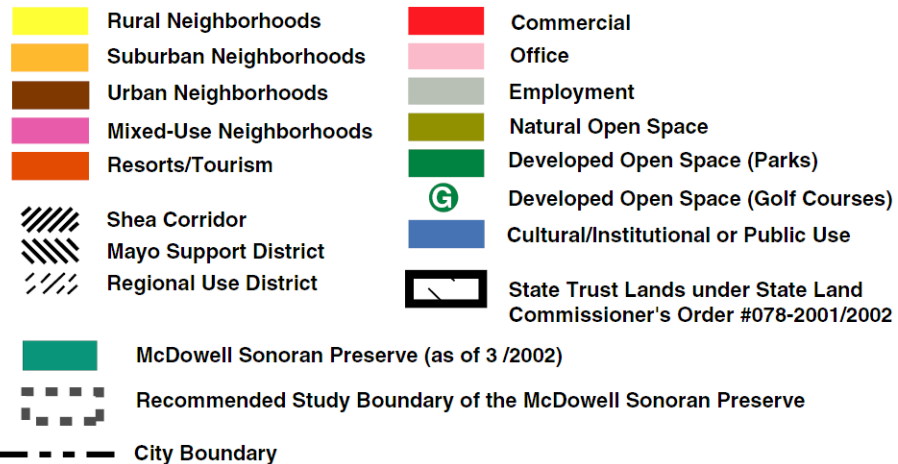
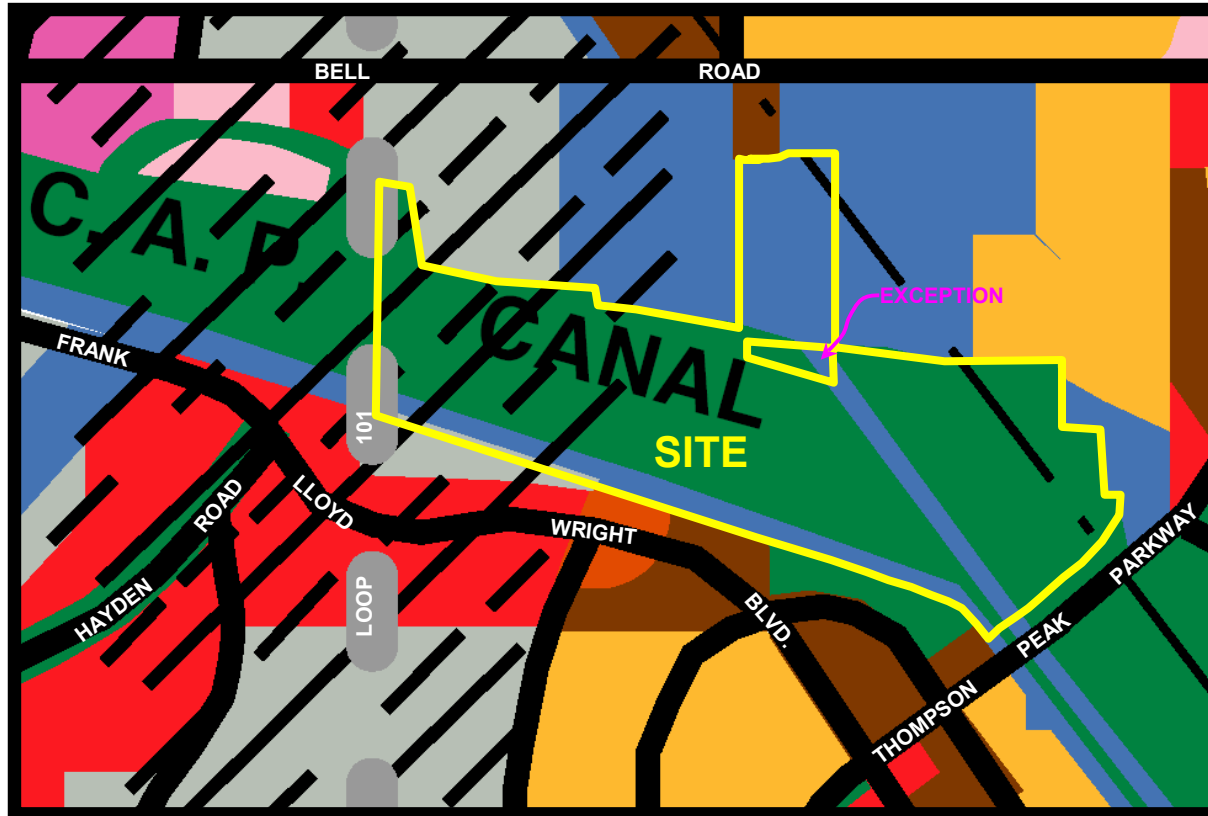
G.I.S. ORTHOPHOTO 2002

WestWorld

20-ZN-1995#2

ATTACHMENT #2A

# General Plan



**20-ZN-1995#2**  
ATTACHMENT #3





## STIPULATIONS FOR CASE 20-ZN-1995#2

### PLANNING/ DEVELOPMENT

1. CONFORMANCE TO DEVELOPMENT PLAN. Development shall be in general conformance to the plan identified as Exhibit A, "WestWorld Equestrian and Special Event Center Conceptual Master Plan" submitted by URS and dated 12/2/02. These stipulations take precedence over the above-referenced development plan. Any proposed significant change, as determined by the Zoning Administrator, shall be subject to subsequent public hearings before the Planning Commission and City Council.
2. PEDESTRIAN ACCESS. Pedestrian access shall be consistent with the plan identified as Exhibit B, "WestWorld Equestrian and Special Event Center Pedestrian & Trails Plan" by URS dated 12/2/02. The developer shall provide additional pedestrian access within parking lots to provide access to main pedestrian corridors shown on the Pedestrian Plan, subject to approval of the Development Review Board.
1. LIGHTING. Location of outdoor recreational lighting shall be in general conformance to the plan identified as Exhibit C, "WestWorld Equestrian and Special Event Center Facility Lighting Plan", submitted by URS and dated 12/02/02. If City staff determines that the final lighting plan is not in general conformance, the developer shall resubmit the lighting plan that shall be subject to subsequent public hearings before the Planning Commission and City Council.
  - a. With the Development Review Board submittal, the developer shall submit the following:
    - i. Photometric studies, to the satisfaction of city staff, which, at a minimum, shall include a "summary" section with data on minimum, maximum and average luminance; maximum to minimum uniformity ratio; and the maintenance factor (M.F.) utilized. Photometric studies shall include Horizontal and Vertical Luminance sheets.
    - ii. Aiming Diagram and summary table that details the quantity and types of luminaries, and the luminaries per pole for each pole.
    - iii. Perspective Sheet that shows the number and arrangement of all luminaries for each pole.
    - iv. Color Sample for all poles, luminaries, bases and associated pole-mounted equipment.
  - b. Lighting shall comply with the following:
    - i. All arena lighting luminaries shall either be selected from among the luminaries currently pre-approved by the City of Scottsdale Community Services Department or the developer shall provide sufficient technical information on alternative luminaries with state-of-the-art glare control for staff review.
    - ii. All arena lighting shall be on an automated control system that prevents operation of the lights when the arenas are not actually in use. The developer shall provide details on this control system on all plans.
    - iii. All lighting for each arena shall be operated and controlled separately.
    - iv. Before the issuance of a Certificate of Occupancy for this site or Final Inspection by Inspection Services, the developer shall make arrangements for an on site verification of the field configuration and vertical luminance light trespass calculations with City Staff. The developer shall be responsible for providing all necessary equipment and staff to conduct the verification.

## ENVIRONMENTAL DESIGN

1. NATURAL AREA OPEN SPACE (NAOS)-IDENTIFICATION. With the Development Review Board submittal, the developer shall submit a plan for the portions of WestWorld zoned Environmental Sensitive Lands (ESL), identifying the required NAOS.

## CIRCULATION

2. VEHICULAR CIRCULATION. The primary circulation system within the project shall be in substantial conformance to the plan identified as Exhibit D, "WestWorld Equestrian and Special Event Center Vehicular Circulation Plan", by URS, dated 12/2/02. If City staff determines that the final vehicular circulation plans are not in substantial conformance, the developer shall resubmit vehicular circulation plans that shall be subject to subsequent public hearings before the Planning Commission and City Council.
3. PARKING. The location of parking areas provided for WestWorld shall be in general conformance to the plan identified as Exhibit E, "WestWorld Equestrian and Special Event Center Parking & Fire/Emergency Access Plan", by URS, dated 12/2/02. If City staff determines that the final parking locations are not in general conformance, the developer shall resubmit parking plans that shall be subject to subsequent public hearings before the Planning Commission and City Council.
4. PATHS/TRAILS. The developer shall build and maintain for public access all path and trail corridors as shown on the Pedestrian and Trails Plan by URS or listed below to the city prior to final plans approval on any parcel. The specific locations and dimensions shall be subject to approval by the Trails Coordinator. Trails and path corridors are required in the following locations:

<u>Public Trail Location</u>	<u>Minimum Easement Width</u>
Within the wash connecting Bell Road to the CAP and crossing the canal into Horizon Park	25 feet
Within the Old Verde Canal Alignment	25 feet
North of the CAP dike from Pima Road to the southeast corner of the project	25 feet
<u>Public Path Location</u>	<u>Minimum Easement Width</u>
Within the wash connecting The CAP with Thompson Peak Parkway and Bell Road	15 feet

Note: All Trail and path crossings of site driveways and streets shall be designed and constructed to meet City standards for marking and flush curbs. Paths and trails shall be separated from paved parking areas.

4. STREET CONSTRUCTION. Before issuance of any certificate of occupancy for the site, the

developer shall dedicate the following right-of-way and construct the following street improvements, in conformance with the Design Standards and Policies Manual:

Street Name/Type	Dedications	Improvements	Notes
94 <sup>th</sup> Street Minor Collector	60' Full	Half Street, Fig. 700-2, 40' BC-BC	A

- A. The street cross section and alignment shall match the improved section to the north completed by Bell Road II Improvement District, to the satisfaction of city staff, unless otherwise approved by the Transportation Department.

#### DRAINAGE AND FLOOD CONTROL

1. MASTER DRAINAGE PLAN. Prior to the approval of final plans for any portion of the project, the developer shall obtain approval of a Master Drainage Plan, which complies with all requirements of the City of Scottsdale Design Standards and Policies Manual. The drainage shall be consistent with plan identified as Exhibit F, "WestWorld Equestrian and Special Event Center Drainage Plan", by URS, dated 12/2/02.
2. The Master Drainage Plan shall include an exhibit identifying all locations at which concentrated stormwater runoff enters the site, including the City of Scottsdale Desert Greenbelt Flood Control Channel and outfalls from McDowell Mountain Ranch. The Plan shall describe all site plan provisions and engineering design elements needed to accommodate such runoff.
3. Because the site lays within the U.S. Bureau of Reclamation Retention Basin, the following requirements apply:
  - a. The lowest floor of all habitable structures shall be above the 100-year flood pool elevation as established by the U.S. Bureau of Reclamation.
  - b. The final site plan submitted (subject to Development Review Board approval) shall include excavated stormwater storage volume which is equivalent to the volume of all proposed embankment and buildings that are at an elevation lower than the top of the Bureau of Reclamation Dike, or as required by the Bureau of Reclamation and city staff.
  - c. The developer shall prepare an Excavation Plan to address overnight or unattended parking. The Excavation Plan shall be submitted to and subject to approval of the Transportation Department.
  - d. Prior to the City of Scottsdale approving the final construction documents, the developer shall obtain approval of the construction documents from the U.S. Bureau of Reclamation.

#### WATER AND WASTEWATER

1. Before approval of final plans for any portion of the project, the developer shall obtain approval of Water and Wastewater System master plans, which fulfill the requirements of the City of Scottsdale Design Standards and Policies Manual.
2. WATERLINE AND SANITARY SEWER EASEMENTS. Before the issuance of any building permit for the site, the developer shall dedicate to the City, in conformance with the Scottsdale Revised Code and the Design Standards and Policies Manual, all water and sewer easements necessary to serve the site.

#### OTHER INFORMATION AND REQUIREMENTS

1. ENVIRONMENTAL PROTECTION AGENCY (EPA) REQUIREMENTS. All construction activities that disturb five or more acres, or less than five acres if the site is a part of a greater common plan, shall obtain coverage under the National Pollutant Discharge Elimination System (NPDES)

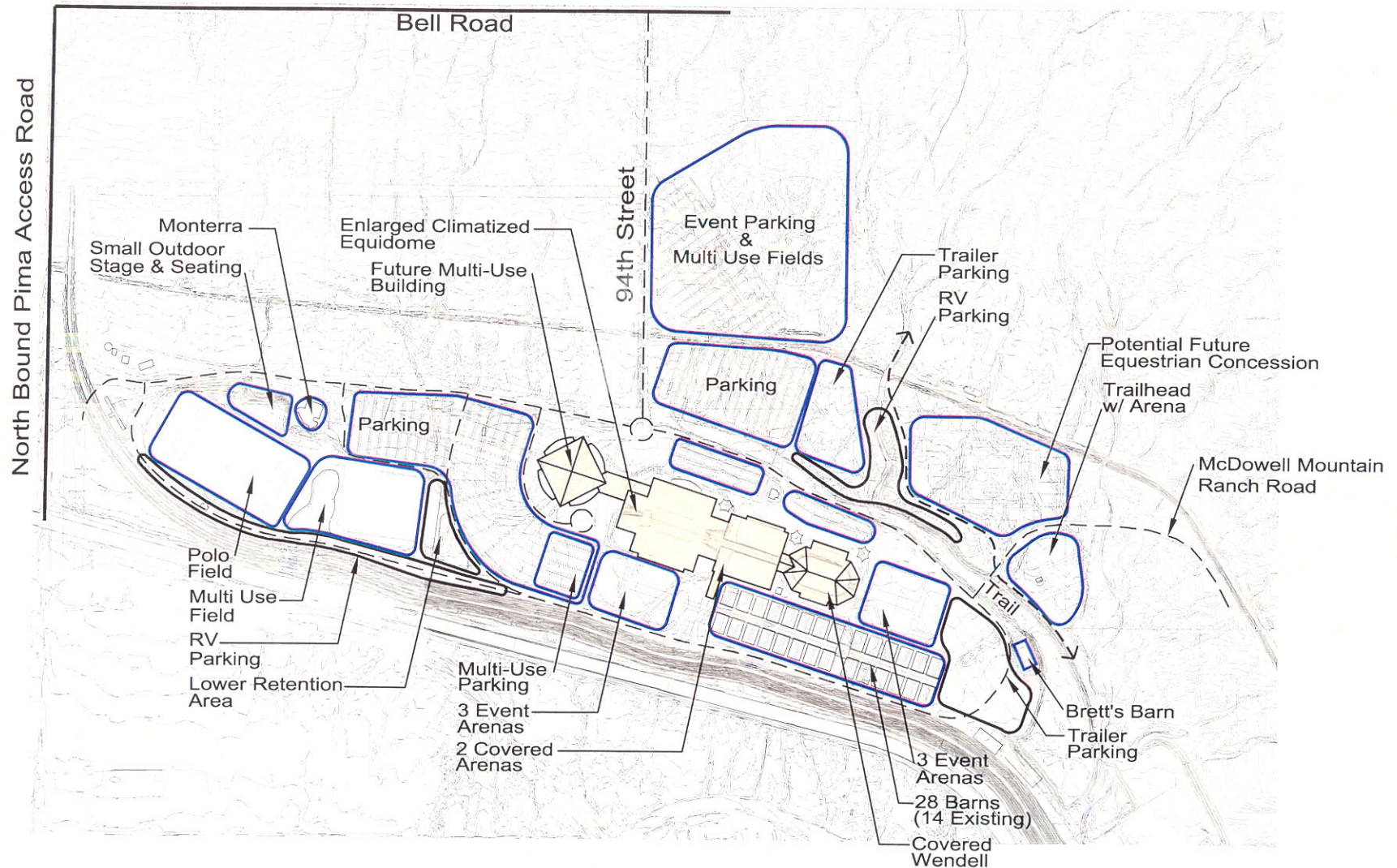
General Permit for Construction Activities. [NOI forms are available in the City of Scottsdale One Stop Shop, 7447 East Indian School Road, Suite 100. Contact Region 9 of the U.S. Environmental Protection Agency at 415-744-1500, and the Arizona Department of Environmental Quality at 602-207-4574 or at web site <http://www.epa.gov/region>.

The developer shall:

- a. Submit a completed Notice of Intent (NOI) to the EPA.
  - b. Submit a completed NOI to the City with improvement plans.
  - c. Submit a completed Storm Water Pollution Prevention Plan (SWPPP) to the EPA.
2. SECTION 404 PERMITS. With the improvement plan submittal to the Project Quality/Compliance Division, the developer's engineer must certify that it complies with, or is exempt from, Section 404 of the Clean Water Act of the United States. [Section 404 regulates the discharge of dredged or fill material into a wetland, lake, (including dry lakes), river, stream (including intermittent streams, ephemeral washes, and arroyos), or other waters of the United States.]
  3. DUST CONTROL PERMITS. Before commencing grading on sites 1/10 acre or larger, the developer shall have obtained a Dust Control Permit (earth moving equipment permit) from Maricopa County Division of Air Pollution Control. Call the county 602-507-6727 for fees and application information.
  4. UTILITY CONFLICT COORDINATION. With the improvement plan submittal to the Project Quality/Compliance Division, the developer shall submit a signed No Conflict form (not required for city owned utilities) from every affected utility company.
  5. ARIZONA DEPARTMENT OF ENVIRONMENTAL QUALITY REQUIREMENTS (ADEQ). The developer shall be responsible for conformance with ADEQ regulations and requirements for submittals, approvals, and notifications. The developer shall demonstrate compliance with Engineering Bulletin #10 Guidelines for the Construction of Water Systems, and Engineering Bulletin #11 Minimum Requirements for Design, Submission of Plans, and Specifications of Sewerage Works, published by the ADEQ. In addition:
    - a. Before approval of final improvement plans by the Project Quality/Compliance Division, the developer shall submit a cover sheet for the final improvement plans with a completed signature and date of approval from the Maricopa County Environmental Services Department (MCESD).
    - b. Before issuance of encroachment permits by city staff, the developer shall provide evidence to city staff that a Certificate of Approval to Construct Water and/or Wastewater Systems has been submitted to the MCESD. This evidence shall be on a document developed and date stamped by the MCESD staff.
    - c. Before commencing construction, the developer shall submit evidence to city staff that Notification of Starting Construction has been submitted to the MCESD. This evidence shall be on a document developed and date stamped by the MCESD staff.
    - d. Before acceptance of improvements by the city Inspection Services Division, the developer shall submit a Certificate of Approval of Construction signed by the MCESD and a copy of the As-Built drawings.
      - (1). Before issuance of Letters of Acceptance by the city Inspection Services Division, the developer shall:
        - (2). Provide to the MCESD, As-Built drawings for the water and/or sanitary sewer lines and all related facilities, subject to approval by the MCESD staff, and to city staff, a copy of the approved As-Built drawings and/or a Certification of As-Built, as issued by the MCESD.
        - (3). Provide to the MCESD a copy of the Engineers Certificate of Completion with all test results, analysis results, and calculations, as indicated on the form.



- (4). Provide to the MCESD a copy of the Request for Certificate of Approval of Construction of water and/or sanitary sewer lines with all appropriate quantities.
- (5). Provide the city Inspection Services Division a copy of the Certificate of Approval of Construction, as issued by the MCESD



# WESTWORLD EQUESTRIAN AND SPECIAL EVENT CENTER

Conceptual Master Plan

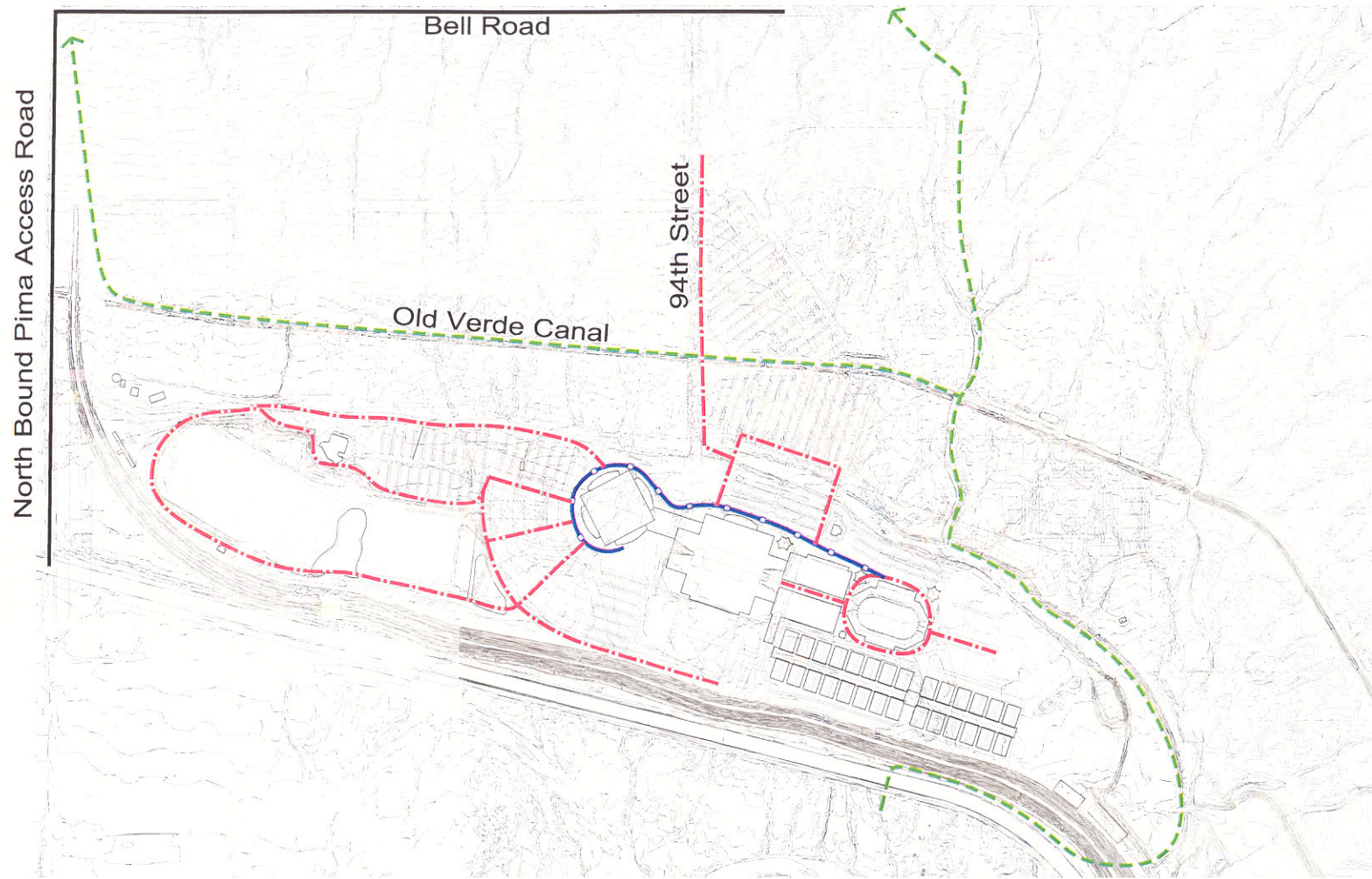


DATE: 12-02  
SCALE: N.T.S.



EXHIBIT A





**Legend**

- |  |                                  |  |                              |
|--|----------------------------------|--|------------------------------|
|  | Primary Pedestrian Promenade     |  | Scottsdale Trail Plan Routes |
|  | Secondary Pedestrian Circulation |  |                              |

# WESTWORLD EQUESTRIAN AND SPECIAL EVENT CENTER

## Pedestrian & Trails Plan

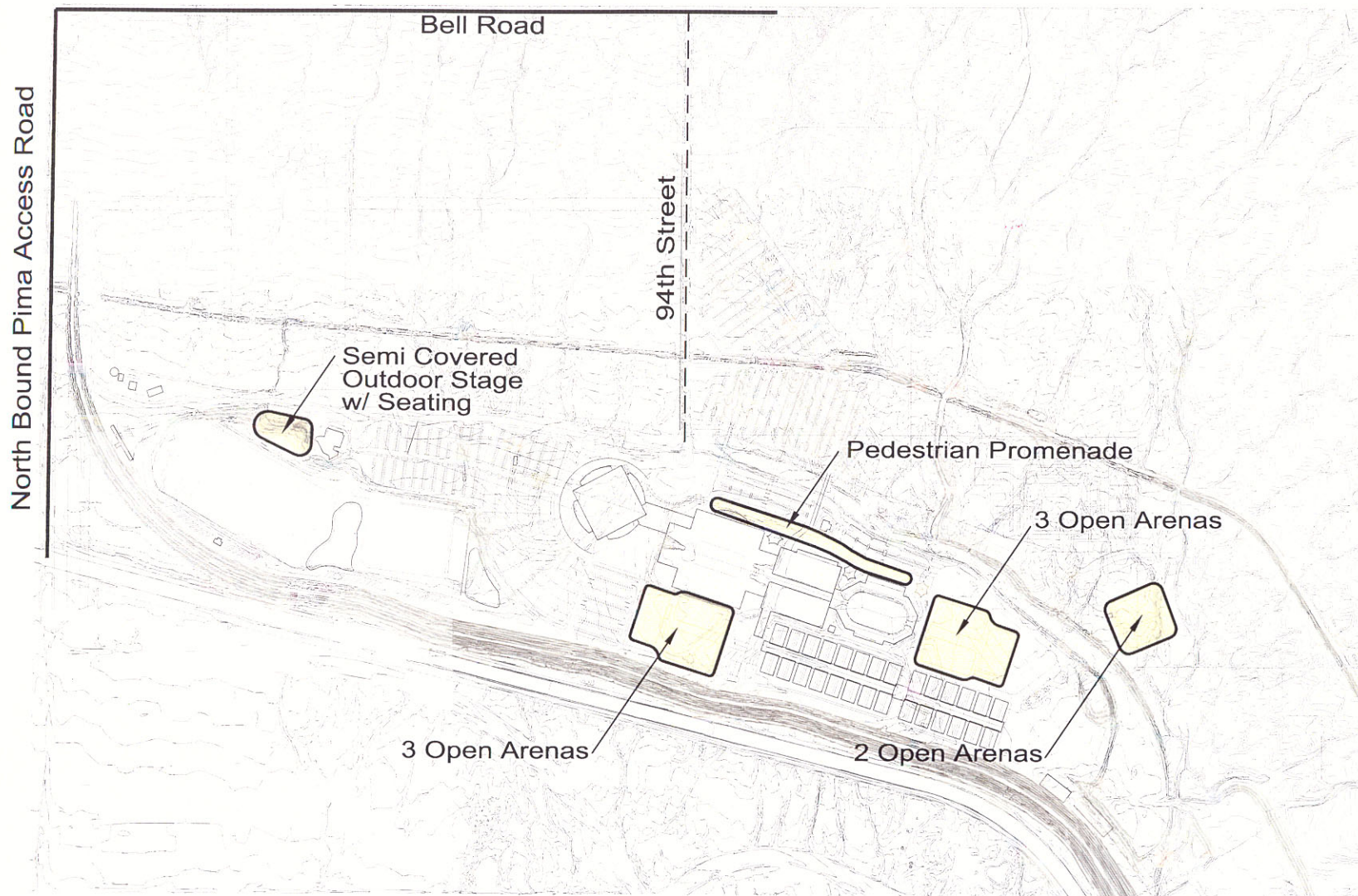


DATE: 12-02  
SCALE: N.T.S.



EXHIBIT B





## WESTWORLD EQUESTRIAN AND SPECIAL EVENT CENTER

Facility Lighting Plan



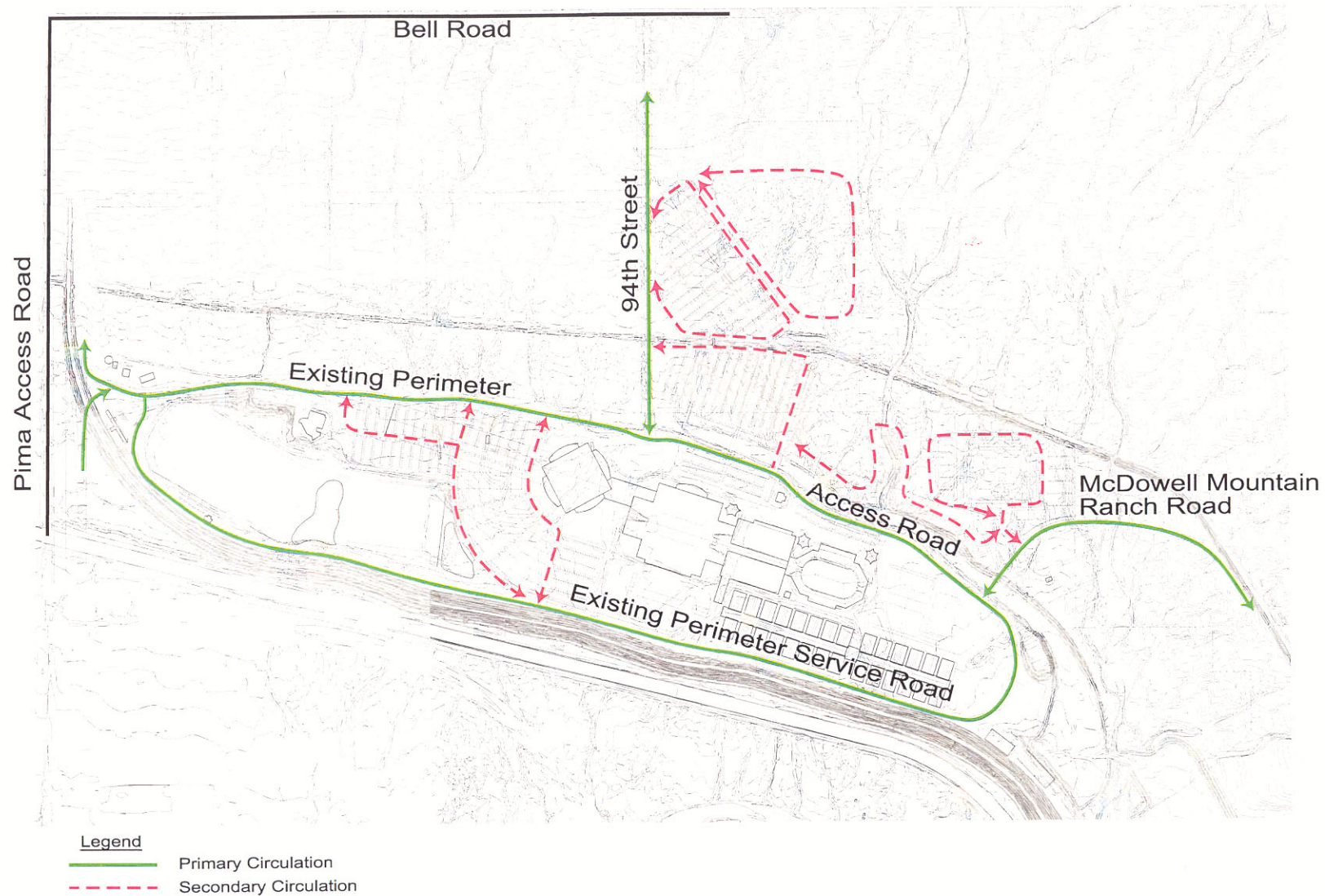
DATE: 12-02  
SCALE: N.T.S.



IDA

EXHIBIT C





# WESTWORLD EQUESTRIAN AND SPECIAL EVENT CENTER

## Vehicular Circulation Plan



DATE: 12-02  
SCALE: N.T.S.



EXHIBIT D



North Bound Pima Access Road

Bell Road

94th Street

Parking  
(3,500)

P  
(150)

P  
(635)

T/P  
(725)

P  
(1,230)

P  
(1,125)

P  
(375)

P  
(190)

P  
(215)

T/P

Seasonal  
Dry Weather  
Parking

P  
(500)

**Legend**

**P** Parking

**T** Trailer Parking

 Recreation Vehicle Parking

 Multi-Use RV & Trailer Parking

**T/P** Temporary Overflow Trailers and Vehicle Parking

 Fire & Emergency Access

# WESTWORLD EQUESTRIAN AND SPECIAL EVENT CENTER

## Parking & Fire/Emergency Access Plan



DATE: 12-02  
SCALE: N.T.S.



EXHIBIT E



North Bound Pima Access Road

Bell Road

94th Street

Oper 10 Year Storm Channel

Retention Basin

Lower Retention Basin

RIDGE LINE

RIDGE LINE

Swale

RIDGE LINE

Legend

← Slope Direction

— 10 Year Storm Channel

--- Storm Drain Pipe

--- Roof Ridge Line

# WESTWORLD EQUESTRIAN AND SPECIAL EVENT CENTER

## Drainage Plan



DATE: 12-02  
SCALE: N.T.S.



EXHIBIT F

## **ADDITIONAL INFORMATION FOR CASE 20-ZN-1995#2**

### **PLANNING/DEVELOPMENT**

1. **ARCHITECTURAL AND SITE DESIGN GUIDELINES.** The architectural and site design guidelines shall be subject to approval through the Development Review Board Process.
2. **SITE PLAN AND BUILDING ELEVATION APPROVAL.** Final Site Plan, Preliminary Landscape Plan, Preliminary Grading and Drainage Plan, and Building Elevations shall be subject to approval through the Development Review Board Process.
3. **DEVELOPMENT REVIEW BOARD.** The City Council directs the Development Review Board's attention to:
  - a. Architectural and Site Design Guidelines
  - b. Architectural character in keeping with approved aforementioned architectural guidelines, the western theme, and desert context
  - c. Treatment of the Pedestrian Promenade on the north side of the main buildings
  - d. A plan indicating the treatment of washes and wash crossings
  - e. The location of all RV/trailer parking to ensure that public safety, environmental and utility issues have been addressed.
  - f. A plan indicating the treatment of trails and path crossings
  - g. Parking lot design
  - h. Pedestrian access from parking areas to main buildings
  - i. The type, height, design, and intensity of proposed lighting on the site
  - j. Stormwater management system
  - k. Fire Department access
  - l. Landscape Plan

### **ENGINEERING**

1. **FEES.** The construction of water and sewer facilities necessary to serve the site shall not be in-lieu of those fees that are applicable at the time building permits are granted. Fees shall include, but not be limited to the water development fee, water resources development fee, water recharge fee, sewer development fee or development tax, water replenishment district charge, pump tax, or any other water, sewer, or effluent fee.
2. **WATER AND WASTEWATER.** The developer shall be required to construct and dedicate at his expense all water and sewer lines necessary to serve the development. Sewer facilities shall conform to the City Wastewater Master Plan and water facilities shall conform to the City Water System Master Plan.





## Attachment #7

**20-ZN-1995#2**

## CONCEPTUAL DEVELOPMENT PROGRAM

### INTRODUCTION

In this chapter, the findings from the preceding chapters are consolidated into a conceptual development program for the WestWorld Master Plan Update. This is preceded by a discussion of the factors influencing the creation of the preliminary development program.

Note that the economic feasibility of the conceptual development program, including project feasibility, economic impact, and fiscal impact, will be evaluated in the *WestWorld Master Plan Update Feasibility Study*. Revisions may be made to the conceptual development program based on the economic performance of the proposed components.

### INFLUENCING FACTORS

In order to conceive, evaluate and create a conceptual development program, it is important first to consider the numerous factors influencing development potential at the site. Foremost among these are the project's development goals and overall potential (SWOT analysis).

#### 10.2.1 Goals

The primary goal behind the current WestWorld Master Plan Update is the desire to implement the *WestWorld Business Plan* from 1998 and to update the *Master Plan* from 1995. The following vision, mission, and objectives that were developed as a part of the "Strategic Plan" component of the *WestWorld Business Plan*:

**Vision:** WestWorld is a premier, nationally recognized, user-friendly equestrian center and special event facility serving our community and target market visitors.

**Mission:** WestWorld of Scottsdale is dedicated to providing public recreational opportunities and a venue for entertainment activities with an emphasis on equestrian and western theme events to citizens and target market visitors. WestWorld will enhance Scottsdale's image as the West's Most Western Town. WestWorld will offer equal public access and excellent customer service.

**Critical Objectives:** The critical objectives were designed to support the vision, mission, and include the following categories (with the timing of the critical objectives and strategies range from immediate to unidentified):

- Address operational and facility needs and opportunities;
- Establish a foundation on which to build;
- Capital enhancement opportunities; and
- Buildout opportunities.

The continued validity of the above was made clear during the numerous interviews and public meetings with current user groups, City residents and business leaders, WestWorld management and staff, other City of Scottsdale staff and leaders, and Bureau of Reclamation management. Potential new user groups were also made aware of the above and no objections were raised.



In addition, a significant motivating factor behind this component of the WestWorld Master Plan Update, the Market Research Study, is the desire by WestWorld's management to identify and begin evaluation of the following potential buildout and programmatic opportunities:

- Improved and expanded equestrian facilities;
- A multi-use exhibition facility for equestrian and non-equestrian events;
- Additional community special events; and
- A performance venue.

This study has evaluated these buildout and programmatic opportunities in terms of market potential, leading to the preliminary development program below.

### 10.2.2 SWOT Analysis

Prior to formulating a conceptual development program, it is useful to summarize and organize the factors affecting the development potential. These factors are considered on both a qualitative and quantitative basis and include the location, existing facilities and activities, potential visitor markets, specific use markets, and competition.

The factors considered within the context of the project and their impact on the development potential are outlined as strengths, weaknesses, opportunities, and threats (SWOT) below. This type of analysis provides useful information on internal and external factors. Internal factors are those that can be controlled by WestWorld and/or the City of Scottsdale, and are divided into strengths and weaknesses. By contrast, external factors are those that cannot be controlled by WestWorld and/or the City of Scottsdale, and are divided into opportunities and threats.

#### *Strengths*

**Location:** WestWorld is located in the highly desirable North Scottsdale area, near numerous other major recreational and commercial destinations (e.g., Tournament Players Club, Fairmont Princess Resort, AllTel Ice Den, Horizon Park, Reach 11 Recreation Area, Rawhide, McDowell Mountains, Scottsdale Towne Center, Sonoran Village, Scottsdale Air Park Municipal Airport, Kierland Commons, Desert Ridge Marketplace).

**Access:** WestWorld is directly adjacent to and accessible from the Pima Freeway/Loop 101, providing it with excellent regional access. In addition, it is accessible from Frank Lloyd Wright Boulevard, Bell Road, and potentially Thompson Peak Parkway, making it very accessible locally.

**Site:** The WestWorld site is very large (360 acres), contains a major open space area (i.e., the Polo fields), and has relatively flat topography. In addition, the opportunity exists to acquire an adjacent 50 acre site.

**Facilities/Infrastructure:** WestWorld has the largest and best equestrian/event facilities in the local/regional market (including the covered Equidome), significant parking exists on site (2,000 auto spaces and 400 RV spaces), and ??.

**Climate:** The weather during the months of October to April is ideal for daytime outdoor events (e.g., horse shows, community special events) at WestWorld.

**Management and Staff:** According to interviews with user groups, WestWorld's management and staff have recently significantly improved marketing and operation of the facility.

**Financial Conditions:** WestWorld's revenues increased and expenses decreased in FY01-02 for the first time in five years.

**Events/Guests:** WestWorld has a large, established base of events (over 100 annually), particularly equestrian events. Approximately one-third of the time, one-half or all of WestWorld is occupied for events. WestWorld attracts approximately 500,000 visitors annually.

**Signature Events:** WestWorld has seven City of Scottsdale Signature Events that generated an estimated 350,000 visitors and \$233,000 in revenues in FY00-01. These events include the Arizona Sun Country Quarter Horse Show, Barrett-Jackson Auto Auction, Festival of the West, Scottsdale All-Arabian Horse Show, and Thunderbird Balloon Classic.

**Financial Performance:** WestWorld's revenues increased and expenses decreased in FY01-02, resulting in an operating loss of \$457,000 which was significantly lower than during the preceding year and reversed a four year trend in the opposite direction.

**Economic Impact:** Events at WestWorld during FY00-01 were estimated to have generated \$35.8 million in spending in Scottsdale and an estimated \$1.1 million in City of Scottsdale tax revenues.

**Equestrian Events:** WestWorld is the top equestrian event facility in the local/regional market and is nationally recognized. On an annual basis, WestWorld has approximately 80 equestrian events, 275 equestrian event days (including set-up/strike), 250,000 equestrian guests, and 50 equestrian user groups. Equestrian events account for approximately 80 percent of WestWorld's annual revenues. Nationally and internationally recognized equestrian events at WestWorld include the Arizona Sun Country Quarter Horse Show, the Festival of the West, and the Scottsdale All-Arabian Horse Show.

**Exhibition Events:** WestWorld has approximately six events annually with an exhibition component that is open to the public that generated one-fifth of WestWorld's event days, two-thirds of WestWorld's visitors, and one-quarter of its revenues (with significant overlap between equestrian events and exhibition events, such as the Festival of the West). Nationally and internationally recognized events that are exhibitions or include a major exhibition component included the Barrett-Jackson Auto Auction, All-Arabian Horse Show, and Western Trade Show (Festival of the West).

**Community Special Events:** While WestWorld currently has a relatively small number of community special events annually (i.e., Festival of the West, Phoenix Open Birds Nest, Thunderbird Balloon Classic), these events had an estimated 88,000 visitors in FY00-01 (with some overlap with equestrian, exhibition and community special events due to the Festival of the West).

### **Weaknesses**

**Site:** WestWorld is located within a floodplain and operates as a major flood control device for the North Scottsdale area (raising the risk of flooding during events).

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**Visibility:** WestWorld is only marginally visible from the Pima Freeway/Loop 101 and, due to the CAP Canal, is not at all visible from Frank Lloyd Wright Boulevard. This significantly limits the ability to attract drive-by traffic to events at WestWorld.

**Facilities/Infrastructure:** Most of WestWorld's facilities/infrastructure need significant maintenance and upgrading to meet existing demand, with major expansions required to meet additional use. Also, key facilities are missing (e.g., permanent exhibition hall, restrooms, and vendor facilities), key equestrian capacity is constrained during peak periods (e.g., Equidome), and the lack of enclosed/climate-controlled facilities severely limits potential use during the summer months.

**Climate:** The local climate is too hot for most outdoor daytime activities during the period May to September.

**Bureau of Reclamation (BOR) Use Restrictions:** The BOR owns the WestWorld site and restricts its use to flood control and public recreational uses only. Approval is also required from the BOR for major facility modifications, upgrades and/or additions.

**Events:** The three months (October, March and April) account for one-half of the events, resulting in significant restrictions on expanded/new events during these months. In addition, occupancy of the covered Equidome approaches 100 percent on weekends during the period September to May, again restricting expansion/new events.

**Financial Performance:** Prior to FY01-02, due to WestWorld's declining revenues and growing expenses growing, the recovery rate had been declining (bottoming at 57.1 percent) and the operating subsidy reached \$764,000 in FY01-02.

**Equestrian Events:** As noted above, key permanent facilities/infrastructure are missing for major equestrian events (e.g., enclosed and fully-climate controlled arena).

**Exhibition Events:** BOR use restrictions preclude trade shows (business/industry events that are closed to the public) from taking place at WestWorld, stopping a potentially large and lucrative revenue stream. As noted above, key permanent facilities/infrastructure are missing for major exhibition events (e.g., permanent exhibition hall).

**Community Special Events:** As noted above, key permanent facilities/infrastructure are missing for major special events (e.g., performance venue).

### *Opportunities*

**Resident Market:** The resident market surrounding WestWorld is large, with approximately 1.5 million people currently residing within 30-minutes of the site and a total of 3.4 million people within two-hours, both of which are expected to increase significantly in the near future. Furthermore, the surrounding population is wealthier than the Arizona average and also has higher than average retail-entertainment expenditures, particularly the 0-30 minute market.

**Tourist Market:** The qualified Scottsdale/Paradise Valley tourist market (overnight tourists, excluding residents that stay overnight in local area hotels/resorts) currently has approximately 1.0 million visitors. The household income and daily expenditures by Scottsdale/Paradise Valley tourists are nearly double the figure for all tourists to the Phoenix Metropolitan area.

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**Equestrian Market:** Arizona has an estimated 48,000-64,000 households with horses and 167,000-199,000 horses. The horse industry in Arizona is estimated to have a total economic impact of \$1.1-1.3 billion annually, with \$82 million of estimated to come from horse shows. The national horse industry is estimated to involve one in 35 Americans and to have a total economic impact of approximately \$130 billion (greater than the motion picture industry), with approximately one-third of this from horse shows. Strong growth was experienced across the board in the horse industry over the last five years (e.g., the number of new horse registrations, the number of horse shows, the number of horse show entries, breed and sport show membership). Furthermore, despite the strong links between the national economy and the horse industry, horse shows showed no signs of weakness in early-2002 and projections are for continued strong growth over the next five years.

**Exhibition Market:** The local/regional (Arizona) exhibition market was estimated at over 250 events with 6.0 million net sq. ft. of exhibition space in 2000, which is forecast to increase significantly over the next ten years. Local consumer show organizers have expressed strong interest in the possibility of shows at WestWorld, with estimated potential for 10-15 consumer shows the first year and rental rate premiums. While the Phoenix Civic Plaza is the leading local/regional exhibition facility, its consumer shows are currently operating under significant timing/capacity constraints and are expected to be squeezed out in favor of conventions/trade shows following the planned facility expansion. At the national level, the number of exhibitions, net space per exhibition, and average budget per exhibition increased during the last three years, with consumer shows increasing more rapidly than trade shows. Nationally, the average consumer show occupied approximately 84,000 net sq. ft., had 170 exhibitors, and attracted 30,000 visitors.

**Community Special Events Market:** Locally surveyed municipalities have 25-50 major community special events annually, two-thirds of which occur in a park setting (like WestWorld's polo fields) and the majority of which attract 15,000-50,000 visitors. Most community special events require the utilization of one or more stages for various activities (e.g., opening/closing, announcements, entertainment), which suggests demand for a more permanent performance venue.

### **Threats**

**Equestrian Market:** Some WestWorld equestrian user groups may shift to other local/regional facilities if rates are increased significantly at WestWorld (e.g., Horse Lovers Park, Desert Hills Equine and Equestrian Center, smaller municipal facilities, and planned Prescott Multi-Use Equestrian Complex). At the national level, there are numerous larger, more modern, and better equipped equestrian existing and planned facilities (e.g., Oklahoma State Fair Park, Will Rogers Memorial Center, National Western Complex, Kansas State University EquiCenter).

**Exhibition Market:** There are eight local/regional exhibition facilities, led by the Phoenix Civic Plaza which has an established consumer show market and is planning a major expansion. At the national level, there are numerous competing major exhibition facilities with large multi-use venues that are able to host a broad range of activities (e.g., consumer shows, conventions, trade shows, special events, and state fairs).

**Community Special Events Market:** The local/regional market has fifteen existing medium-sized performance venues (with seating for 1,000-20,000 persons), of which five are outdoor

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facilities and three of these are permanent. Clear Channel Entertainment, owner/operators of the Cricket Pavilion is the dominant local and national live entertainment industry player.

### 10.2.3 Summary of Potential

Overall, the strengths and opportunities at WestWorld considerably outweigh the weaknesses and threats, as detailed above. WestWorld is extremely well located, is well established as an equestrian and special events facility, and offers significant potential for improvement of existing facilities as well as the possibility of increased utilization, both in terms of equestrian and non-equestrian activities. Furthermore, opportunities clearly exist in the market to broaden the range of recreational activities at WestWorld via the addition of new facilities and events, specifically permanent exhibition space and potentially a performance venue, thereby leading to more, larger and simultaneous equestrian and non-equestrian events. In summary, potential clearly exists to fully implement the vision of the *WestWorld Business Plan* (1998): WestWorld is a premier, nationally recognized, user-friendly equestrian center and special event facility serving our community and target market visitors.

This potential is hampered, however, by a number of factors. The local/regional climate clearly reduces the prospects for summertime outdoor events at WestWorld. The fact that WestWorld is located within a BOR floodplain also raises concerns for major outdoor events as well as the design of infrastructure/facilities, not to mention stopping a potential major revenue stream (i.e., trade shows). The historic financial performance of WestWorld suggests the need for the City of Scottsdale to continue to provide operating subsidies and capital improvements funding. In terms of the broader market, the intentions of players in the consumer show market (e.g., Phoenix Civic Plaza, Arizona State Fairgrounds) and outdoor performance market (e.g., Clear Channel Entertainment) remain a concern.

## 10.3 CONCEPTUAL DEVELOPMENT PROGRAM

As noted above, full implementation of the vision from the *WestWorld Business Plan* (1998) is clearly possible. In order to do so, a combination of enhancing existing facilities and development of new facilities will be required, as well operational improvements. These will combine to create a focal point of recreational and tourist activities in Scottsdale that is truly a premier, nationally recognized, user-friendly equestrian center and special event facility.

The following provides an overview of the conceptual development program, with more detailed information shown in Table 4-6 and Figure 10-1. The following is a brief review of issues related to the preliminary development program:

**Equestrian Facilities:** Major enhancements are proposed for WestWorld's existing equestrian facilities, including fully-enclosing and climate-controlling the Equidome Arena (including 73,000 net sq. ft. of permanent exhibition space), covering the Wendell Arena (including 10,000 net sq. ft. of permanent exhibition space), relocating most other arenas, additional horse barns, a new bedding barn, a boarding facility, a new trailhead, cattle pens, polo pony lines, and covered walkways between the major equestrian facilities. Three new, well designed and equipped show offices are also proposed.

It will also be possible to utilize the Equidome's arena floor and adjacent areas for large exhibition events (adding 59,000 sq. ft. of exhibition space) and likewise with the Wendell Arena (adding 75,000 sq. ft. of exhibition space). These enhancements will build-upon and significantly upgrade the existing equestrian facilities, improve equestrian event

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operations/efficiencies, increase the ability for simultaneous equestrian events, expand the equestrian season for year-round operations, and enable more and higher-end exhibitors and catering.

**Multi-Purpose Building:** A new, multi-purpose building is proposed adjacent to the Equidome Arena. The facility will be truly multi-purpose, enabling use for both equestrian and non-equestrian (e.g., consumer shows) events. With a proposed 100,000 net sq. ft. of exhibition space, the multi-purpose building will be large enough to handle a larger event that requires all of the multi-purpose building exhibition space, as well as have the ability to be broken into three smaller spaces for multiple simultaneous activities/events.

The multi-purpose building will be connected via new administrative offices to the Equidome Arena, thereby enabling very large events to use both facilities or increasing potential visitors between separate events, and creating operational efficiencies. A major open parking lot adjacent to the multi-purpose building will also enable very large events (e.g., Barrett-Jackson Auto Auction) to expand beyond the multi-purpose building via tents.

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Table 10-1: Preliminary WestWorld Master Plan Update Development Program

Element	Description	Net Leasable Sq. Ft.		Seats		Stalls		Parking				Phasing
		Min.	Max.	Min.	Max.	Min.	Max.	Auto Spaces		RVs/ Trailers Spaces		
Equestrian Facilities												
Equidome Arena	Enclosed and fully-climate controlled, exhibition space, portable seating, holding/staging areas.	73,000	132,000	0	6,340	0	140					Medium (3-5 years)
Wendell Arena	Covered, portable seating, exhibition space, staging area.	10,000	95,000	0	6,756							Short (1-2 years)
Arena 3	Covered, portable seating, staging area.			0	1,000							Short (1-2 years)
Arena 4	Covered, portable seating, staging area.			0	400							Short (1-2 years)
Arena 5	Relocated, portable seating.			0	900							Short (1-2 years)
Arena 5A	Relocated, portable seating.			0	900							Short (1-2 years)
Arena 6	Relocated, permanent & portable seating.			0	1,500							Short (1-2 years)
Arena 7	Relocated, portable seating.			0	900							Short (1-2 years)
Arena 8	Relocated, new cattle pens adjacent, portable seating.			0	900							Short (1-2 years)
Arena 9	Relocated, portable seating.			0	900							Short (1-2 years)
Polo Field East	Removed to accommodate detention basins and Multi-Use Lot.											Medium (3-5 years)
Polo Field West	New concessions/toilets, pony lines, portable seating, trailer parking.			0	1,000							Medium (3-5 years)
Existing Horse Barns	Upgrade existing 14 barns (672 stalls).					672	672					Short (1-2 years)
New Horse Barns	New 14 barns (672 stalls).					672	672					Short (1-2 years)
Covered Walkways	Connecting barns to indoor arenas.											Medium (3-5 years)
Bedding Barn	New, hay/bedding concession.					0	0					Short (1-2 years)
Show Office No. 2	New.		2,000									Medium (2-5 years)
Show Office No. 3	New.		1,320									Medium (2-5 years)
Show Office No. 4	New.		1,320									Medium (2-5 years)
Boarding Facility	New 100 stalls and 15 turnout pens.					100	100					Short (1-2 years)
Trail Head	New.											Short (1-2 years)
Sub-Total		83,000	231,640	0	21,496	1,444	1,584	0	0	0	0	
Multi-Purpose Building	New, multi-purpose hall.	0	100,000	5,555	12,500							
Special Events Facilities												
Small Amphitheater	Small open-air performance venue, permanent stage pad and utilities, festival-seating, and portable stage/equipment.			1,000	1,000			333	1,000			Medium (3-5 years)
Expanded Amphitheater	Conversion of the small amphitheater, with continued festival-seating, but permanent stage pad, utilities, stage and equipment.			5,000	5,000			1,666	2,500			Long (5-10 years)
Bretts Bar	Upgrade, climate-control, install catering/bar equipment.			400	1,000			133	333			Medium (2-5 years)
Monterra's	Owner/operator responsibility.			500	1,000			200				Not applicable
Sub-Total		0	0	6,900	8,000	0	0	2,332	3,833	0	0	

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Table 10-1: Preliminary WestWorld Master Plan Update Development Program

Element	Description	Net Leasable Sq. Ft.		Seats		Stalls		Parking				Phasing
		Min.	Max.	Min.	Max.	Min.	Max.	Auto Spaces		RVs/ Trailers Spaces		
Administration / Other												
	Administrative Offices	New, connecting Multi-Purpose Building and Equidome Arena.										Medium (2-5 years)
	Ticket Booths	New.										Medium (2-5 years)
	A-Frame Building	Convert (comfort station or gift shop).	1,500	1,500								Medium (2-5 years)
	Maintenance Bldg.	Relocated.										Short (1-2 years)
	Mounted Police HQ	No change.										Not applicable
	Sub-Total		1,500	1,500	0	0	0	0	0	0	0	0
Parking Lots												
	North Lot	Paved and striped.							1,184	1,184		Medium (2-5 years)
		Gravel									500	
	Equidome Lot	Adjacent to Equidome							224	224		
									110	110		Medium (2-5 years)
											50	50 Medium (2-5 years)
											50	50 Medium (2-5 years)
											80	80 Medium (2-5 years)
									500	500		Medium (2-5 years)
											300	300 Medium (2-5 years)
									135	135		Medium (2-5 years)
									45	45		Medium (2-5 years)
									45	45		Medium (2-5 years)
									1,052	1,052		Medium (2-5 years)
									316	316		Medium (2-5 years)
	Multi-Use Lot	Gravel, with potential for tents, stalls, etc.							400	400		Medium (2-5 years)
	Monterra Lot	Paved and striped.							703	703		Medium (2-5 years)
									50	50		Medium (2-5 years)
									60	60	60	60 Medium (2-5 years)
											25	25 Short (1-2 years)
			0	0	0	0	0	0	4,824	4,824	1,065	1,065
Total			84,500	333,140	12,455	41,996	1,444	1,584	7,156	8,657	1,065	1,065

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**Figure 10-1: Conceptual WestWorld Master Plan Update Plan**

**Special Events Facilities:** A new, small amphitheater is proposed adjacent Monterra's, with open-air/festival seating for 1,000, a permanent stage pad and utilities, but a portable stage. The small venue will facilitate community special events, improving the existing events and encouraging new ones. If future demand and market conditions warrant, consideration should be given to the possible expansion of the performance venue to perhaps 5,000 seats and a permanent stage (expanded amphitheater).

Brett's Barn is proposed to be upgraded to a fully climate controlled small special events facility (e.g., receptions, meetings), with catering/bar equipment. Monterra's is owned/operated on by a private entity that is responsible for improvements to the facility.

**Administrative Offices / Other Buildings:** Functionally designed and well-equipped administrative offices and ticket booths (with major new sculpture in front) are proposed for the area between the multi-purpose building and the Equidome Arena (incorporating a pedestrian passageway between the two). The existing administrative offices, the A-Frame building, could be converted into a comfort/safety station and/or a gift shop. No major changes are proposed for the maintenance building at the east end of WestWorld and the Mounted Police Headquarters at the west end.

**Parking:** Sufficient and well-designed parking is critical for the successful implementation of the proposed development program. Significant improvements are proposed to the existing parking facilities. The provision of major parking lots near the larger buildings as well as some dispersed parking, particularly for trailers and recreational vehicles (RVs), should facilitate the matching of parking lots to facilities by event and reduce confusion for visitors. Approximately 7,150 permanent auto parking spaces (increasable to approximately 8,660 temporary/event spaces) and 1,060 trailer/RV spaces are proposed. It is proposed that access could be controlled to individual parking lots and that fees could be charged for parking by lot. A complete traffic analysis and parking study should be completed to facilitate traffic/parking improvements.

**Infrastructure/Utilities:** Studies to evaluate and propose recommended changes to WestWorld's infrastructure and utility systems are currently underway. Details of these studies are available under separate cover, with the findings outlined below.

Planning of future facilities, features and events at WestWorld must take into consideration that the primary function of this public land is flood control and public safety. Concessions for periodic and unavoidable storm puddles and ponding as well as public awareness programs for wet weather use and area evacuation should be included in all planning efforts. The recently constructed storm water conveyance channel along the north WestWorld Drive will drastically reduce the impact of off-site storm water for medium to small storm events. Drainage features throughout the site can also be substantially enhanced with relatively minor modifications to the existing site grading. Planned covers over existing arenas, and future venues will significantly improve the control of soil moisture content within the covered areas and will improve viewing for spectators. However, the addition of these large impervious roof areas will require additional storm water control features including downspouts, area drains, pipes, etc.

A detailed analysis of the water supply system at WestWorld identified three major issues problematic to a dependable, efficient water distribution system: the system depends on a

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single source of water that entering the site from the west (endangering the systems ability to provide adequate pressure and flow during a fire that could potentially endanger the lives of thousands); the presence of a pressure reducing valve (PRV) approximately 275 feet east of the entrance to the WestWorld facility (a 2-inch bypass assembly that subjects the system to stresses caused by excessive velocity and a substantial increase in headloss throughout the system); and the heavy irrigation demand to the Polo fields which causes excessively high water consumption rates at certain times of the year. Currently three alternatives are being reviewed with the City of Scottsdale to determine the modifications that would best achieve the goal of creating a safe, reliable, and efficient water distribution system.

The existing sewage system has more than adequate disposal capacity to handle the current and future flows for WestWorld. The design and installation of new sewer laterals and Connections for additional restrooms, showers, RV hook-ups and RV dump facilities throughout the WestWorld site should be unconstrained with the preexisting sewer line depths and ample downstream collection capacity. Proposed restroom and RV hook-ups in the area south of the polo fields, along the CAP will require a new collector. Sewer collection for this area is feasible for design and construction and will need to be considered for future sewer connections in this area.

The City of Scottsdale is currently reviewing the Master Traffic Study that was done as a part of the 1995 WestWorld Master Plan and analyzing the existing on-site/local transportation system (significant modifications have been made to the local system have been made since 1995). Following a review of the study and existing system, the City may initiate a new traffic study of the WestWorld site. This study would be expected to take the conceptual development program into account.

**Phasing:** Ideally, the recommended enhancements, new facilities, and operational improvements would be implemented simultaneously and in a short time period, thereby, enabling a re-opening of sorts for WestWorld within a couple of years. Realistically, planning, funding, existing operations, logistics, and other limitations mean that the recommendations will be phased. A proposed phasing program for each element is also shown in Table 4-6, with short-term (1-2 years), medium-term (2-5 years), and long-term (5-10 years) specified.

Proposed short-term (1-2 years) activities include the following: covering and upgrading the Wendell Arena; covering Arenas 3 and 4; relocating Arenas 5, 5A, 6, 7, 8 and 9; upgrading the existing horse barns and adding new horse barns; a new bedding barn; a new boarding facility; and a new trail head; relocation of the maintenance building; and a new gravel parking lot at the west end.

Medium-term (2-5 years) activities proposed include the following: enclosing and fully-climate controlling the Equidome Arena; modifying polo field east to create a detention basin and multi-use parking lot; upgrading facilities at polo field west; building covered walkways between major facilities; building new show offices; creation of a small amphitheater; upgrading Brett's Barn; new administrative offices; new ticket booths; conversion of the A-frame building; and major modifications to the parking facilities.

Expansion of the amphitheater is proposed in the long-term (5-10 years).

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## 10.4 ADDITIONAL FACTORS

In addition to the assumptions concerning the physical development program described above, a number of additional factors are critical to the success of the WestWorld Master Plan Update. Careful attention to each of these factors will be necessary during the planning, construction and operation of WestWorld. A brief discussion of these factors follows:

**Brand Image and Marketing:** WestWorld's identity or brand image needs to be expanded to include non-equestrian activities, such as consumer shows. In addition, marketing activities at the local, regional and national level all need to be increased so that potential users and visitors know what WestWorld is, where it is, what is happening there, and why they should use and/or visit the facility. These efforts will require additional WestWorld staff and outside consultants.

**Management and Staff:** As the number of activities increases and becomes increasingly diverse and complex at WestWorld, the size and capabilities of management and staff will need to be increased. Permanent, full-time staff with specialized capabilities (e.g., event management, catering, parking) will maximize event efficiency, minimize problems, and increase repeat use by user groups.

**Scheduling and Rates:** With a facility like WestWorld that has a numerous existing users, it is important that a balance is maintained between the existing users and new users. This is particularly true in the case of a public facility, like WestWorld, that has a recreational mandate and has numerous small, non-profit user groups. Consideration should be given to reserving facilities for non-profit groups and to a multi-tiered rate system that favors non-profits. The ability of management to negotiate fees on a case-by-case basis for major equestrian and non-equestrian events is also likely to increase rental and concessions revenues.

**Operations:** Staff and user groups will have to cooperatively prepare for and carry-out a growing number of increasingly diverse activities. This will be particularly true for major events as well as for multiple, simultaneous events. Especially early on, as the facilities and events are growing, erring on the side of caution (i.e., over preparation) will enable the anticipation and positive resolution of potential difficulties.

**Design and Construction:** The design of upgraded and new facilities at WestWorld should be attractive, unified, and well-designed. Design guidelines being prepared as a part of the Master Plan Update. The modification of existing facilities and construction of new facilities will have to be carefully planned to minimize disruption, noise and other problems.

**Security:** In the post-9/11 environment, it will be important that significant attention be given to security issues. Staff, user groups and visitors must feel secure accessing and remaining at WestWorld. Police, fire and emergency services should be consulted during the planning, construction and operating phases of the project.

**Financial Performance:** Capital funding and operating subsidies are likely to continue to be required from the City of Scottsdale. As noted above, the desire to construct and operate a profitable facility will have to be balanced with the mandate to provide public recreational opportunities.

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## 10.5 FEASIBILITY

The economic feasibility of the preliminary development program will be evaluated in the *WestWorld Master Plan Update Feasibility Study*, a separate study. It will include an analysis of (i) the preliminary WestWorld development program as well as the associated (ii) economic impacts and (iii) fiscal impacts. Modifications to the preliminary development program may be made based upon the findings from the feasibility study.

## 10.6 FINDINGS

### *Influencing Factors*

The primary motivating factor behind this WestWorld Master Plan Update was the desire to implement the *WestWorld Business Plan* (1998), particularly realization of the Vision therein: WestWorld is a premier, nationally recognized, user-friendly equestrian center and special event facility serving our community and target market visitors. This included evaluation of the following potential buildout and programmatic elements: improved and expanded equestrian facilities; a multi-use exhibition facility for equestrian and non-equestrian events; additional community special events; and a performance venue.

Overall, the strengths and opportunities at WestWorld considerably outweigh the weaknesses and threats. WestWorld is well located, an equestrian and special events facility, and offers significant potential for improvement of existing facilities as well as the possibility of increased utilization. Opportunities also exist in the market to broaden the range of recreational activities at WestWorld via the addition of new facilities and events, specifically permanent exhibition space and potentially a performance venue, leading to more, larger and simultaneous equestrian and non-equestrian events.

WestWorld's potential is hampered, however, by a number of factors. The local/regional climate clearly reduces the prospects for summertime outdoor events. Its location within a BOR floodplain raises concerns and the BOR's site ownership stops a potential revenue stream (i.e., trade shows). The City of Scottsdale will have to continue to provide operating and capital improvements funding. The intentions of players in the consumer show market and outdoor performance market also remain of concern.

### *Conceptual Development Program*

Major enhancements are proposed that build-upon and significantly upgrade the existing equestrian facilities, improve equestrian event operations/efficiencies, increase the ability for simultaneous equestrian events, expand the equestrian events season for year-round operations, and enable more and higher-end exhibitors and catering. Proposals include fully-enclosing and climate-controlling the Equidome Arena, covering the Wendell Arena, relocating most other arenas, additional horse barns, a new bedding barn, a boarding facility, a new trailhead, cattle pens, polo pony lines, covered walkways between major equestrian facilities, and three new show offices. It will also be possible to utilize the Equidome's arena floor and adjacent areas for large exhibition events and likewise with the Wendell Arena. The equestrian facilities will have approximately 83,000 net sq. ft. of permanent exhibition space, with the ability to increase to approximately 232,000 sq. ft. as needed.

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A new, multi-purpose building, for both equestrian and non-equestrian (e.g., consumer shows) events, is proposed adjacent to the Equidome Arena. The 100,000 net sq. ft. facility will be large enough to handle large, single events and also smaller, simultaneous events. The multi-purpose building will be connected via new administrative offices to the Equidome Arena. A major open parking lot adjacent to the multi-purpose building will also enable very large events (e.g., Barrett-Jackson Auto Auction) to expand beyond the multi-purpose building.

In order to facilitate community special events, improve existing events and encourage new ones, a small amphitheater is proposed adjacent Monterra's, with open-air/festival seating for 1,000, a permanent stage pad and utilities, but a portable stage. If warranted, the performance venue could be expanded to 5,000 seats and a permanent stage (expanded amphitheater). For small special events (e.g., receptions, meetings), Brett's Barn is proposed to be upgraded (fully climate controlled, catering/bar equipment). Potential upgrades to Monterra's are left to the owner/operator.

New administrative offices and ticket booths (with major new sculpture in front) are proposed for the area between the multi-purpose building and the Equidome Arena (incorporating a pedestrian passageway between the two). The existing administrative offices, the A-Frame building, could be converted for other uses. No major changes are proposed for the maintenance building at the east end of WestWorld and the Mounted Police Headquarters at the west end.

Significant improvements are proposed to the existing parking facilities in order to support the successful implementation of the proposed development program. The provision of major parking lots near the larger buildings as well as some dispersed parking, particularly for trailers and recreational vehicles (RVs), will improve event flows and reduce visitor confusion. Approximately 7,150 permanent auto parking spaces (increasable to approximately 8,660 temporary/event spaces) and 1,060 trailer/RV spaces are proposed.

Studies to evaluate and recommend changes to WestWorld's infrastructure and utility systems are currently underway. The primary function of WestWorld is flood control and public safety, a mission that future facilities, features and events must take into consideration. Recent improvements will reduce storm water impacts, while relatively minor modifications can further improve drainage and the proposed arena covers/building will significantly improve the control of soil moisture content (although additional storm water control features will be required). A detailed analysis of the water supply system at WestWorld identified three major issues and currently three potential improvements are being reviewed by the City of Scottsdale. The existing sewage system has more than adequate disposal capacity to handle the current and future flows for WestWorld, including proposed sewer upgrades for RVs and the polo field. The City may initiate a new traffic study of the WestWorld site following a review of the study and existing system.

The development program activities are proposed to be phased over three periods. Major short-term (1-2 years) activities include covering and upgrading the Wendell Arena, covering Arenas 3 and 4, relocating the other arenas, and upgrading the existing horse barns and adding new horse barns. In the medium-term (2-5 years) major activities proposed include enclosing and fully-climate controlling the Equidome Arena, modifying polo field east to create a detention basin and multi-use parking lot, building covered walkways between major facilities, building new show offices, creation of a small amphitheater, new administrative offices, new

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ticket booths, and major modifications to the parking facilities. Expansion of the amphitheater is proposed in the long-term (5-10 years).

### ***Additional Factors***

In addition to the recommended conceptual development program, the success of WestWorld Master Plan Update will be contingent upon a range of broad issues, including the following: brand image and marketing; management and staff; scheduling and rates; operations; design and construction; security; and financial performance.

### ***Feasibility***

The economic feasibility of the conceptual development program, including project feasibility, economic impact, and fiscal impact, will be evaluated in the *WestWorld Master Plan Update Feasibility Study*. Revisions may be made to the preliminary development program based on the economic performance of the proposed components

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**TRAFFIC IMPACT SUMMARY**  
**WestWorld Master Plan**  
**20-ZN-1995 #2**

**Existing Conditions:**

WestWorld is located along the Central Arizona Canal between the Loop 101 Freeway and Thompson Peak Parkway. The main entrance is on 94<sup>th</sup> Street, which provides a connection to Bell Road. The site also has direct access from the Loop 101 Freeway northbound frontage road between Frank Lloyd Wright Boulevard and Bell Road. There is a secondary entrance on McDowell Mountain Ranch Road at the east end of the site, which provides a connection to Thompson Peak Parkway.

Bell Road is designated as a Neighborhood System Street on the City's Mobility Element of the General Plan. It is classified as minor arterial on the Street Master Plan. Bell Road has recently been constructed to a four-lane divided roadway from the Loop 101 Freeway to 94<sup>th</sup> Street through the Bell Road II Improvement District. Traffic signals were constructed with this project at 91<sup>st</sup> Street and 94<sup>th</sup> Street. Bell Road does not have an interchange at the Loop 101 Freeway; it is connected via frontage roads to the interchanges at Frank Lloyd Wright Boulevard and Pima/Princess.

Thompson Peak Parkway is designated as a Citywide System Street on the City's Mobility Element of the General Plan. It is classified as major arterial on the Street Master Plan. Thompson Peak Parkway has been constructed primarily to a four-lane divided roadway in the vicinity of the site, from 100<sup>th</sup> Street to Bell Road. Thompson Peak Parkway currently terminates at Bell Road. From 100<sup>th</sup> Street south to Raintree Drive it is constructed as a six-lane divided roadway. There are traffic signals on Thompson Peak Parkway at McDowell Mountain Ranch Road and Thompson Peak Parkway.

**Proposed Development:**

The proposed additions to the WestWorld facility consist primarily of enclosing existing arena areas, adding some additional equestrian facilities, and increasing the on-site parking. The development plan includes an enlarged climatized equidome, a multi-purpose building, six event arenas, two covered event arenas, 28 barns, a covered wendell, a small outdoor stage with seating, a polo field, and an multi-use field.

It is not anticipated that the daily trip generation during non-event periods will be significantly increased as a result of this development plan. Additionally, access to the facility has been improved in the last year with the completion of the Loop 101 Freeway, the expansion of Bell Road, the construction of infrastructure within Horseman's Park, and the installation of traffic signals on Bell Road at 91<sup>st</sup> Street and 94<sup>th</sup> Street.

It is not anticipated that the attendance for specific events at the WestWorld facility will increase as a result of the proposed site improvements, however the frequency of events may increase. The multi-purpose building, the enclosed equidome, and two enclosed event areas will allow more events to occur during the summer months when less events are scheduled due to the weather conditions.

**Special Event Traffic:**

Currently all special event traffic is managed by the WestWorld staff. For large events, the traffic management is coordinated through the City's Special Event Committee, which includes

representatives of the Police and Transportation Departments. A traffic management plan is submitted for review and approval.

For each large event, a “Pre-event” Meeting is held approximately four to six weeks prior to the date of the event. Participants for this meeting include representatives from WestWorld management, police department, Rural Metro, Traffic Engineering Division, the show managers/producers, and parking management (if applicable). The purpose of the meeting is to coordinate all aspects of the event taking into consideration anticipated attendance, problems experienced in prior years, and other smaller events that may be occurring during the same time frame.

**Future Conditions:**

A Community Facilities District has been approved for DC Ranch that will construct 94<sup>th</sup> Street from Bell Road to Union Hills Drive. It will also construct Union Hills Drive east to Thompson Peak Parkway, and extend Thompson Peak Parkway south to Union Hills Drive. These improvements will provide additional routes for accessing the WestWorld Area from the north.

**Summary:**

The approval of the WestWorld Master Plan is not anticipated to significantly increase the daily traffic generated by the site during non-event periods. Special event traffic is managed by traffic control plans that are coordinated with the City’s Special Event Committee, and with the Police and Transportation Departments. Access to the facility has been improved in the last year with the completion of the Loop 101 Freeway, the expansion of Bell Road, the construction of infrastructure within Horseman’s Park, and the installation of traffic signals on Bell Road at 91<sup>st</sup> Street and 94<sup>th</sup> Street.

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WESTWORLD DEVELOPMENT PLAN  
UPDATE

Attachment #10. Example of a Traffic  
Management Plan

This attachment is on file at the City of  
Scottsdale Current Planning office, 7447 E  
Indian School Road, Suite 105.



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WESTWORLD DEVELOPMENT PLAN  
UPDATE

Attachment #11. Citizen Involvement  
Information

This attachment is on file at the City of  
Scottsdale Current Planning office, 7447 E  
Indian School Road, Suite 105.